Exhibit 4



61%

25%

11%

WHY DO PEOPLE BUY SUPERBEETS?

High-Potency Vitamin D with a mixed berry flav

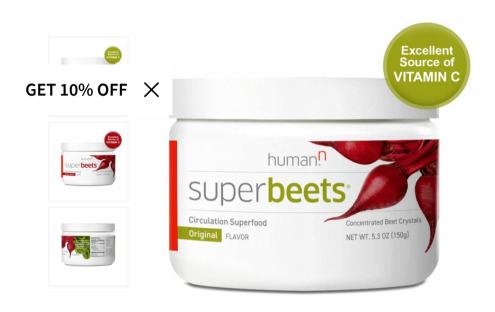


Products | Blog | Science | Why HumanN® | Take the Quiz

<u>Login</u>

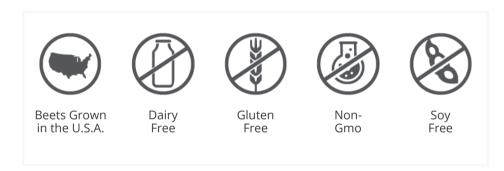
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COVID-19 FAQs



Click Image to Zoom

Nutrition Facts





SuperBeets[®]

Practitioners

2124 Reviews

Contact

Find us in store

540 canisters sold yesterday

Flavor: **Original Apple**

\$37.75 **\$34.95**

Subscribe and Save 12%

> \$34.95 +FREE SHIPPING

Get 1 canister every 30 days Cancel anytime

One-Time Purchase

\$39.95

Buy 1 (save 12%)

SUBSCRIBE

We continue to process and fulfill orders at normal lead times, but customers they are experiencing slightly extended deliveries d

provide optimum levels of essential initric Oxide, and clinically <u>researched</u>. Just one teaspoon of SuperBeets, the recommended daily serving, is verified to provide the Nitric Oxide equivalent of three whole beets and helps:

- Support healthy blood pressure levels
- Promote improved energy and stamina
- May support respiratory health through Nitric Oxide production
- Promote Nitric Oxide production
- Support healthy circulation
- Provides antioxidant support with an excellent source of Vitamin C

More Recent & Notable Studies on Beet Juice

Want to try both flavors? Click Here!

This is where food meets functionality Case 6:21-cv-00144-ADA Document 1-4 Filed 02/11/21 Page 4 of 54

There's a difference between "functional foods" and foods that actually provide a functional benefit to support your health. That's

Key	Nutrition &	How	Frequent	Customer
Benefits	Ingredients	To Use	Questions	Reviews

Beets (fermented and non-fermented) are emerging as one of nature's most potent superfoods, providing certain essential nutrients, vitamins and minerals. But where this superfood shines is that it's a great source of dietary nitrates, which help your body produce Nitric Oxide. Depending on the naturally occurring level of nitrates in the beets you eat, which can be highly wariable you might have to eat a lot of beets in order for your body to experience the N-O benefits you're looking for, which isn't

GET 10% OFF X

SuperBeets help ensure that your body gets essential Nitric Oxide, the circulation powerhouse, derived from dietary nitrates and fermented beetroot powder.

One scoop, or the recommended serving, has the Nitric Oxide equivalent of three whole beets, helping support:

- Nitric Oxide production
- Healthy circulation
- Healthy blood pressure levels
- Increased energy and stamina

Our products have a team of scientists behind them

At HumanN, our scientists understand the mechanisms that effectively metabolize nitrate and nitrite in the body to produce Nitric Oxide. We approach Nitric Oxide holistically.

- Our team of scientists spans food science, nutrition, physiology and kinesiology
- Our science leadership team includes one of the world's leading Nitric Oxide researchers and also one of world's top sports nutrition scientists
- Our functional foods and supplements are backed by 15 years of research at the University of Texas
- We've conducted seven clinical trials on our own products

Our team of food scientists and nutritionists work together to not only optimize the N-O activating potential in our products, but also formulate to help ensure the body is utilizing the efficiency of the nutrients found in our functional foods.

Read more about the science of Nitric Oxide and our team.

Nutrition & Ingredients

One scoop or three whole beets?

We select only the highest quality beets that consistently exhibit high levels of dietary nitrates and other supporting nutrients to help increase Nitric Oxide production in the body. Our beets are carefully selected and we test every new crop of beets at the time of harvest for specific levels of dietary nitrate and other key nutrients. Through our unique process, we preserve the nitrate integrity of the selected beets by converting them into a dried crystal form. So when you drink it, you know you're going to get the functional benefits of beets.

Unlike any other product on the market, SuperBeets® are highly-concentrated beet crystals. With it, you get:

- The Nitric Oxide equivalent of three whole beets with just one convenient and great tasting serving
- The highest quality, non-GMO beets grown in the U.S.A.
- An excellent source of Vitamin C
- A functional food that exists at the intersection of science, health and nutrients sourced from REAL foods

• A world-class team of 6000 6:21-17-001,44-APA Popular In die Filed 92/11/21 Literation 5-46 physiology researchers, all focused on activating Nitric Oxide in your body

This was a series and and invasible homefite when you had to Compande a force daily you time. In fact, was not

Key	Nutrition &	How	Frequent	Customer
Benefits	Ingredients	To Use	Questions	Reviews

SuperBeets Original Flavor Ingredients: Non-GMO Beetroot Powder, Non-GMO Beetroot Powder (fermented), Natural Apple Flavor, Malic Acid, Magnesium Ascorbate, Stevia Leaf Extract.

GET 10% OFF X

	(5 g) Serv.Per Cont Serving % Daily		Not a significant source of
Calories 15	Calories from Fa	at O	saturated
Total Fat	0 g	0%	fat, trans fat, cholesterol.
Sodium	65 mg	3%	dietary fiber,
Potassium	160 mg	5%	Vitamin A, Calcium
Carbohydrat	tes 4 g	1%	and iron.
Sugars	3 g		*Percent Daily
Protein	1 g	2%	Values are
Magnesium	10 mg	2%	based on a 2,000
Vitamin C	50 mg	83%	calorie diet.

SuperBeets Black Cherry Flavor Ingredients: Non-GMO Beetroot Powder, Non-GMO Beetroot Powder (fermented), Natural Black Cherry Flavor, Malic Acid, Magnesium Ascorbate, Stevia Leaf Extract.

	(5g) Serv.Per Cont Serving % Daily		Not a significant source of
Calories 15	Calories from Fa	at O	saturated
Total Fat	0 g	0%	fat, trans fat, cholesterol,
Sodium	65 mg	3%	dietary fiber,
Potassium	160 mg	5%	Vitamin A, Calcium
Carbohydrat	es 4g	1%	and iron.
Sugars	3 g		*Percent Daily
Protein	1 g	2%	Values are
Magnesium	10 mg	2%	based on a 2,000
Vitamin C	50 mg	83%	calorie diet.

How To Use

Easy to take, easy to drink.

Mix one scoop with four ounces of water and enjoy it as a quick, refreshing drink. Each canister contains a one-month supply, or thirty servings. Make sure to store the canister in a cool, dry place and use within 45 days of opening.

The sweet taste may surprise you.

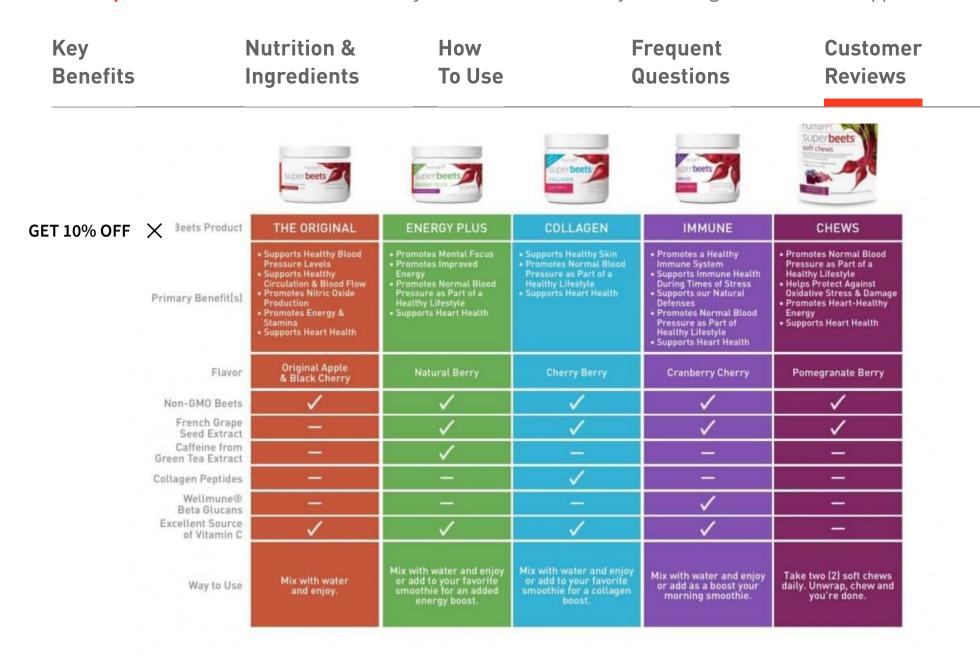
Now you can get all the benefits from beets without having to eat beets or drink beet juice that tastes like beets. You can enjoy SuperBeets in two great tasting flavors: Original Apple and Natural Black Cherry. Both are refreshing and delicious.

How to use our line of SuperBeets products together.

We designed our line of SuperBeets products to be taken together if you'd like. If you'd like to learn more about the difference between each SuperBeets product and how to use them together, read our latest post here: How to Use Every Type of SuperBeets in a Single Day.

- <u>SuperBeets</u> is our original circulation superfood. SuperBeets helps support healthy circulation, heart health, and healthy blood pressure levels with the nitric oxide potential of non-GMO beets grown in the U.S.A.
- <u>SuperBeets Energy Plus</u> is infused with 80 mg. of plant-based caffeine from green tea extract to help promote mental focus and a smooth, heart-healthy energy boost when you need it the most.

- <u>SuperBeets Collagen</u> Feat the Fright of the superbeat of the superbeat
- SuperBeets Immune features clinically studied Wellmune®, a yeast beta glucan shown to support immune

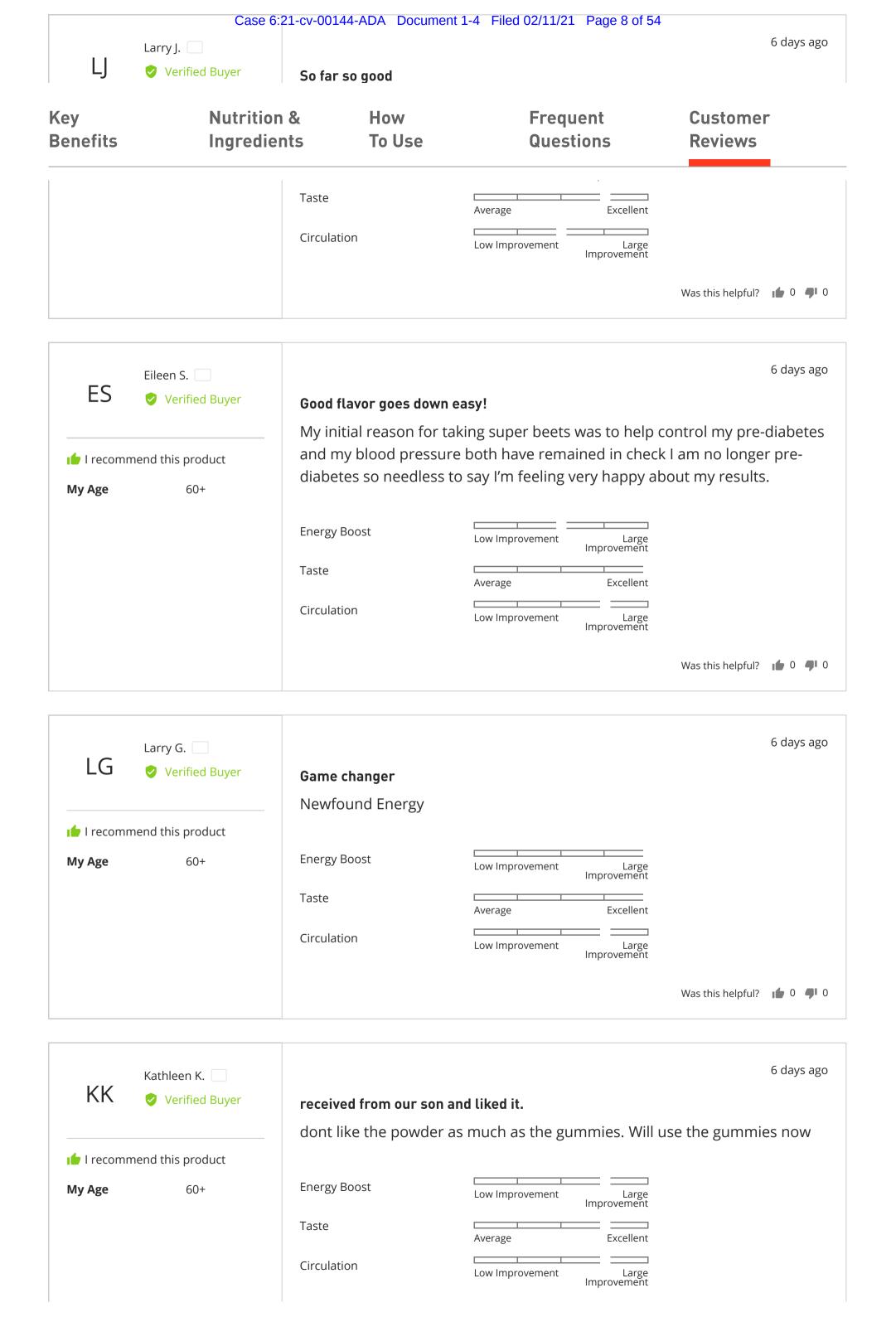


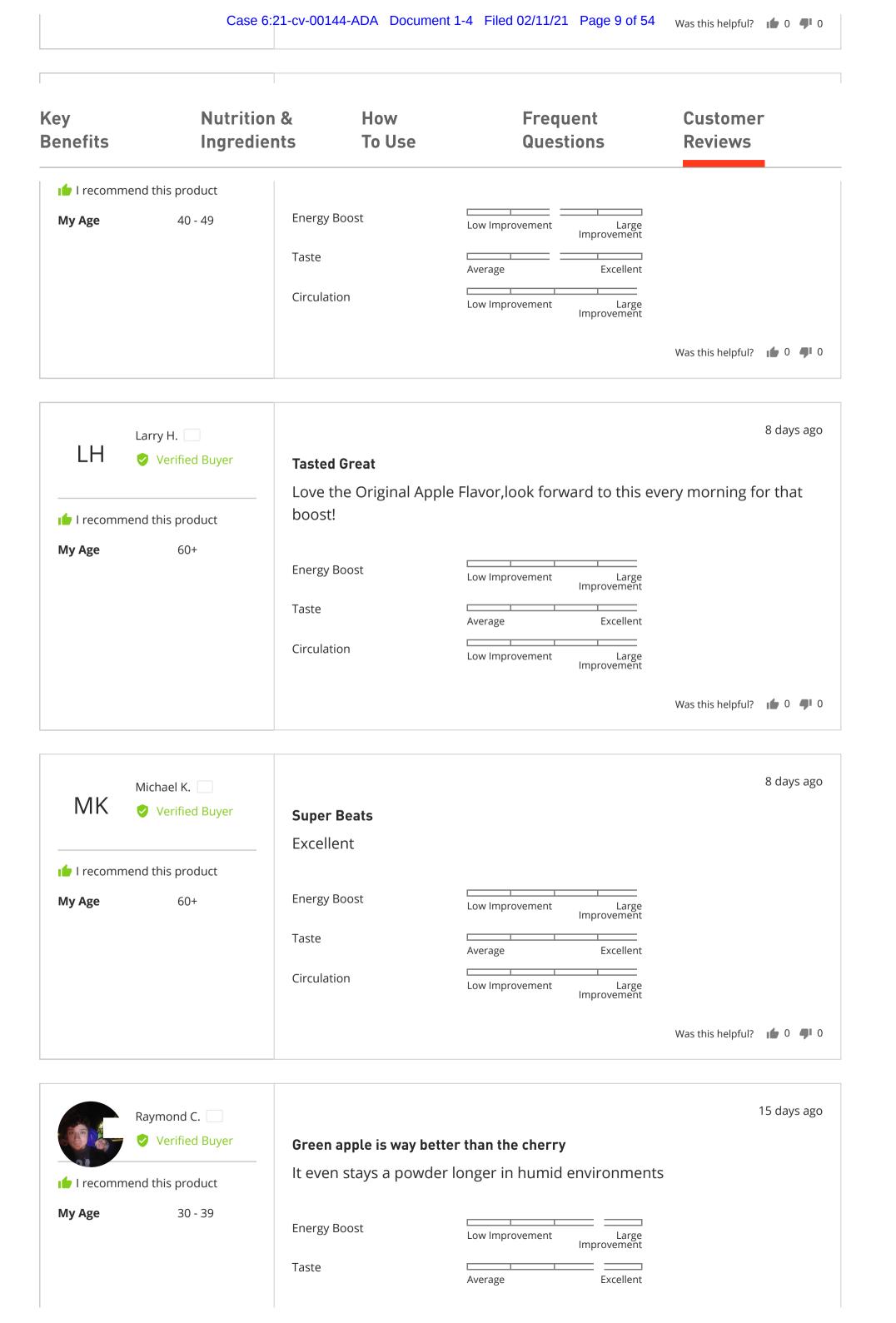
Frequently Asked Questions

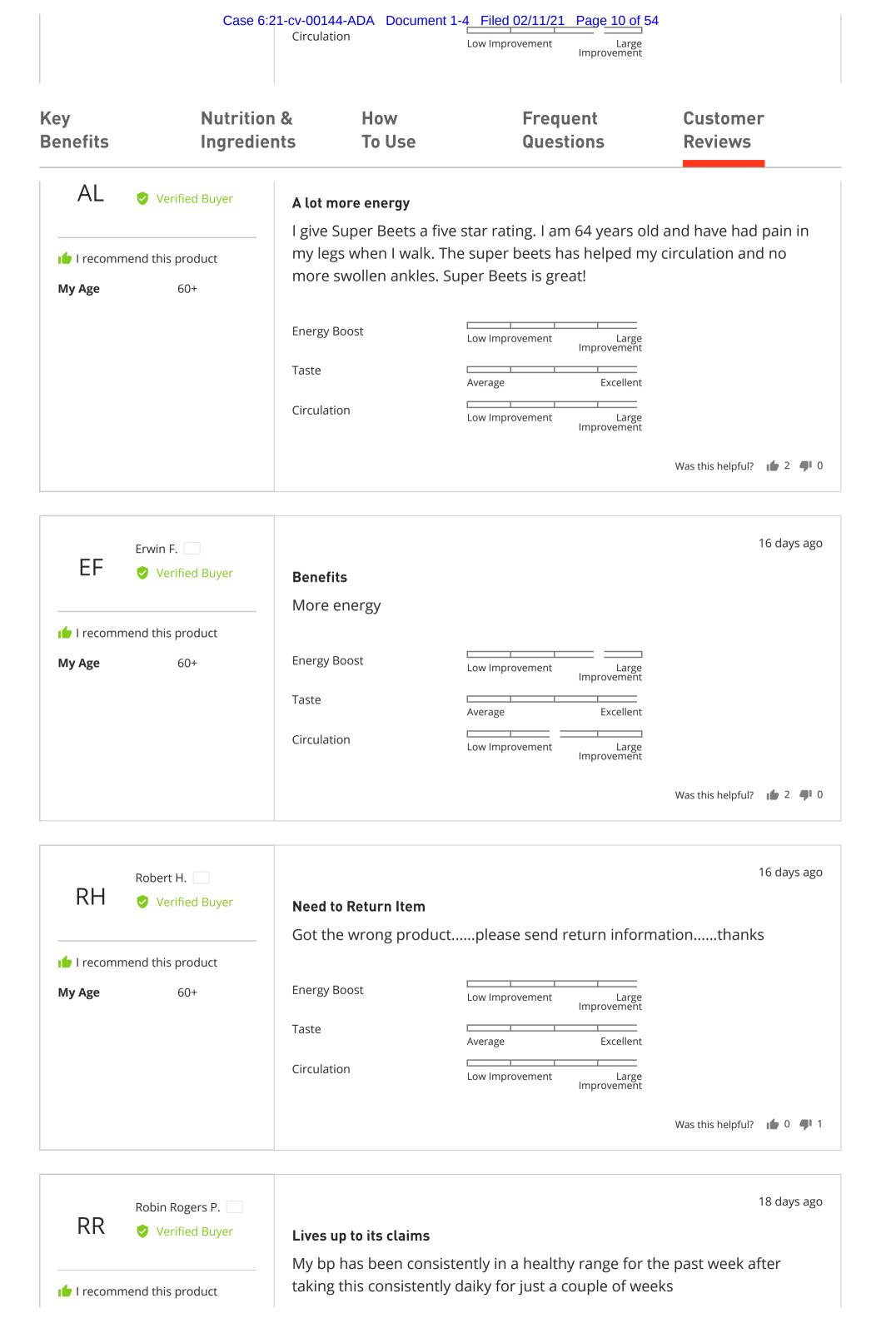
My urine and other waste looks pinkish after using SuperBeets - is this normal?	~
What is the difference between SuperBeets and Neo40?	~
Is the sodium and potassium present in SuperBeets naturally occurring from the beets or are they added?	~
Can I use SuperBeets and Neo40 together?	~
Why does SuperBeets contain such fine granules?	~
How often can I use SuperBeets?	~
My SuperBeets order arrived hardened. What should I do?	~
There has been some clumping with my SuperBeets powder. Is this normal?	~
What is the difference between SuperBeets and BeetElite?	^
SuperBeets is your daily circulation superfood for improved energy and daily support of healthy blood pressure levels. While BeetElite is optimized workout for an effective boost of Nitric Oxide activating food that helps the body promote extended exercise endurance and improved stamina.	d to use before your
Why is SuperBeets not organic?	<u> </u>

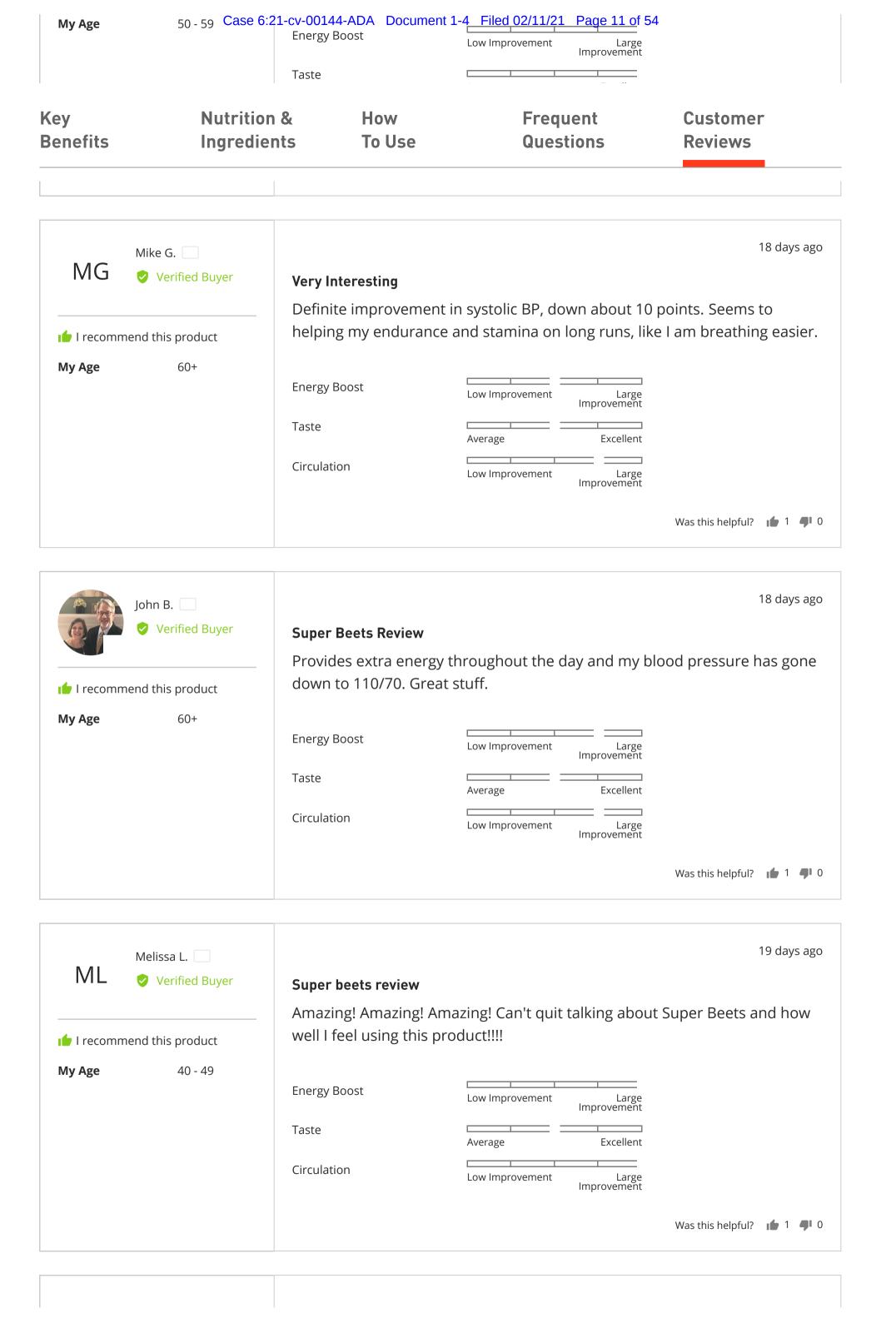
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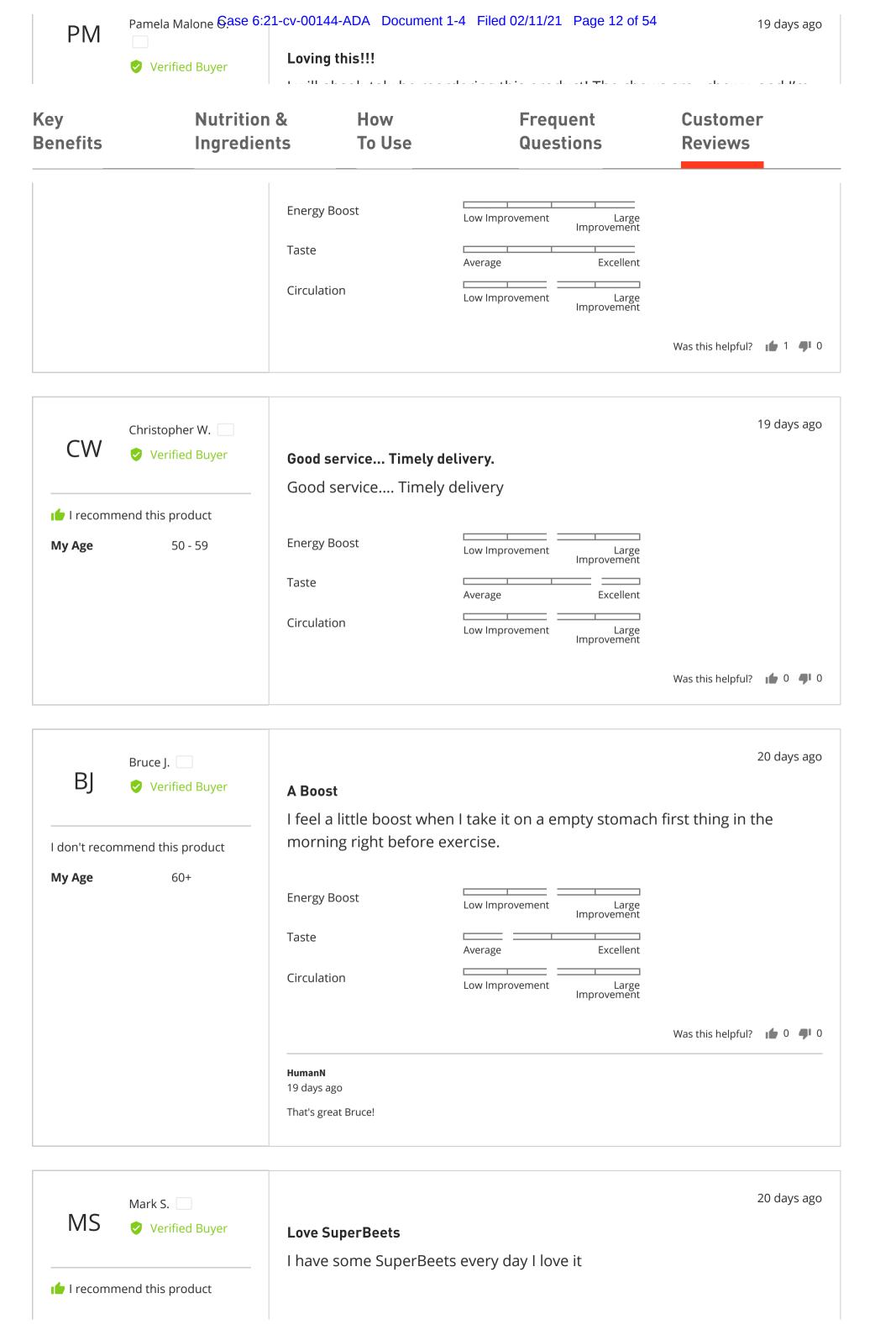
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4.5 Based on 2124 reviews	91%	of reviewers would rec	ommend this product to a	a friend		
10% OFF ×				2124 R	eviews Most Red	cent
Jeffrey C.	d Buyer Hello!	Beets are cool. r sex the natural	way!			4 days a
i I recommend this pro	oduct					
My Age 60	+ Energy	Boost	Low Improvement	Large Improvement		
	Taste		Average	Excellent		
	Circulat	tion	Low Improvement	Large Improvement		
					Was this helpful?	0 4
Bosanadel BOSanadel Verifie	Good	product for overal the product	ll health			6 days
	oduct					
My Age 50	- 59 Energy	Boost	Low Improvement	Large Improvement		
	Taste		Average	Excellent		
	Circulat	tion	Low Improvement	Large Improvement		
					Was this helpful?	ı 6 0 4
Diana P.						6 days
DP 🐶 Verifie	blood		nained in normal ra			
		y ioves this, his b	llood pressure is s	taying Within	normai range	
My Age 60	+ Energy	Boost	Low Improvement	Large Improvement		
	Taste		Average	Excellent		
	Circulat	tion	Low Improvement	Large Improvement		
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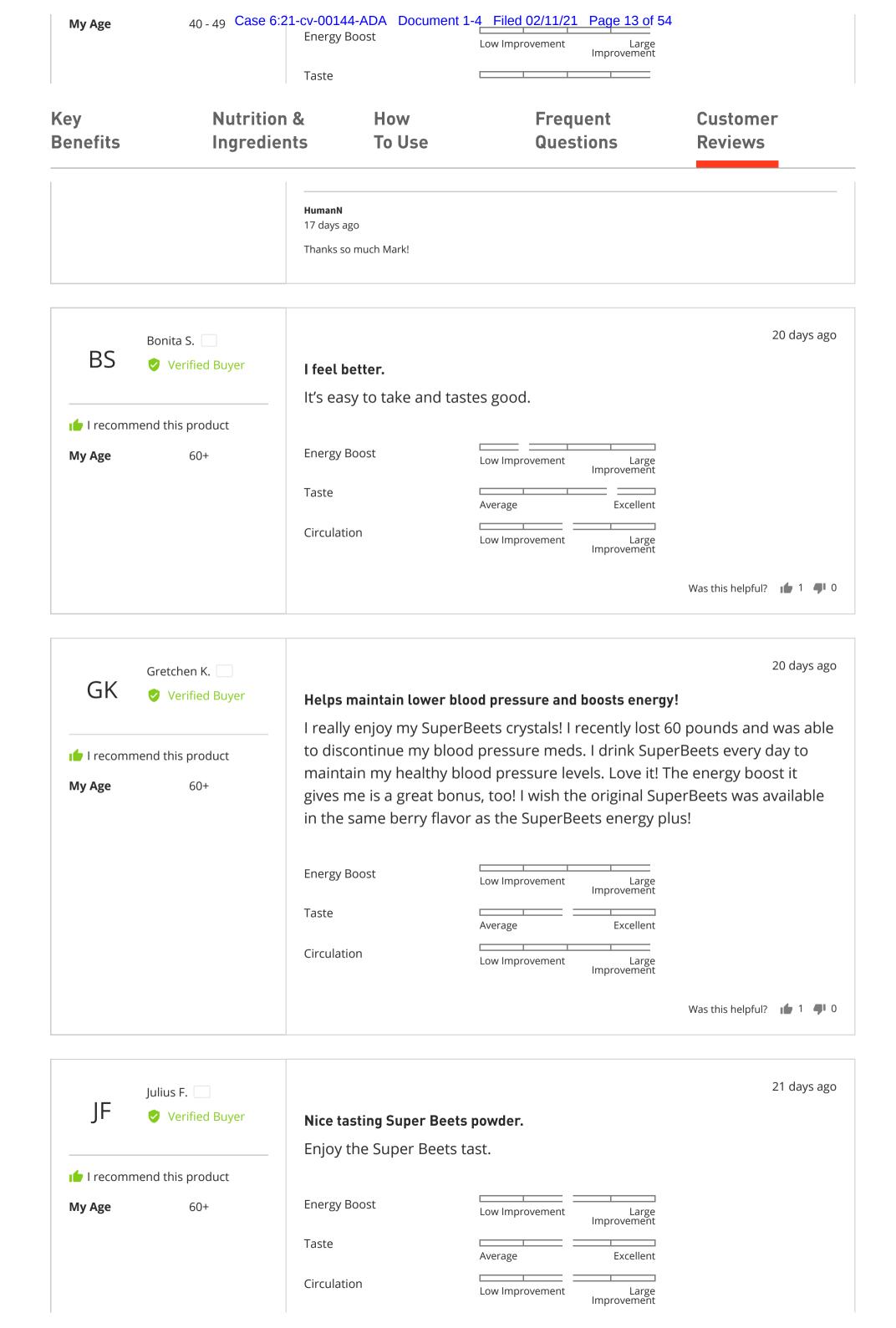


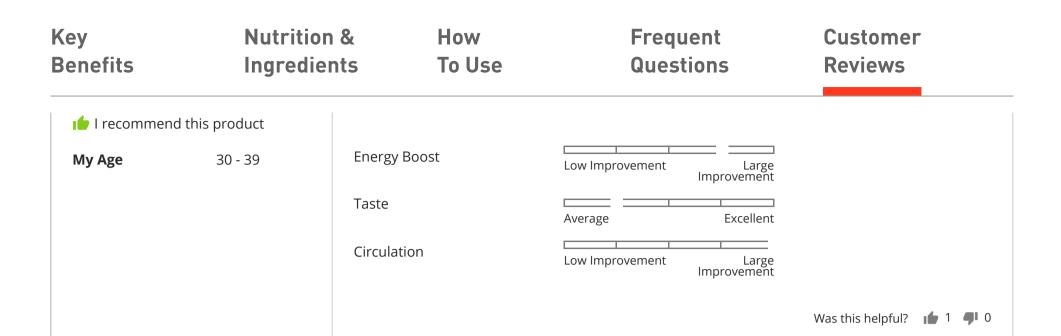


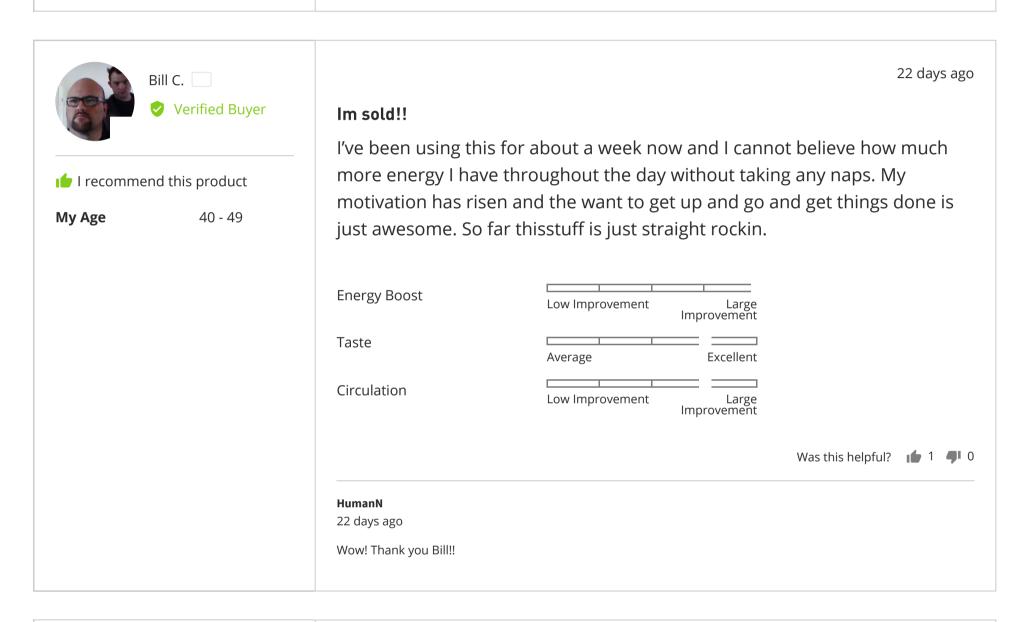


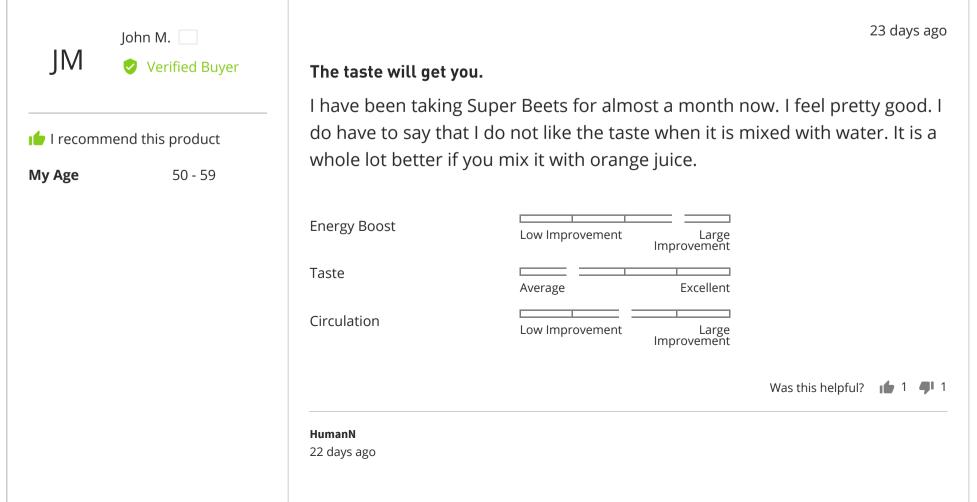






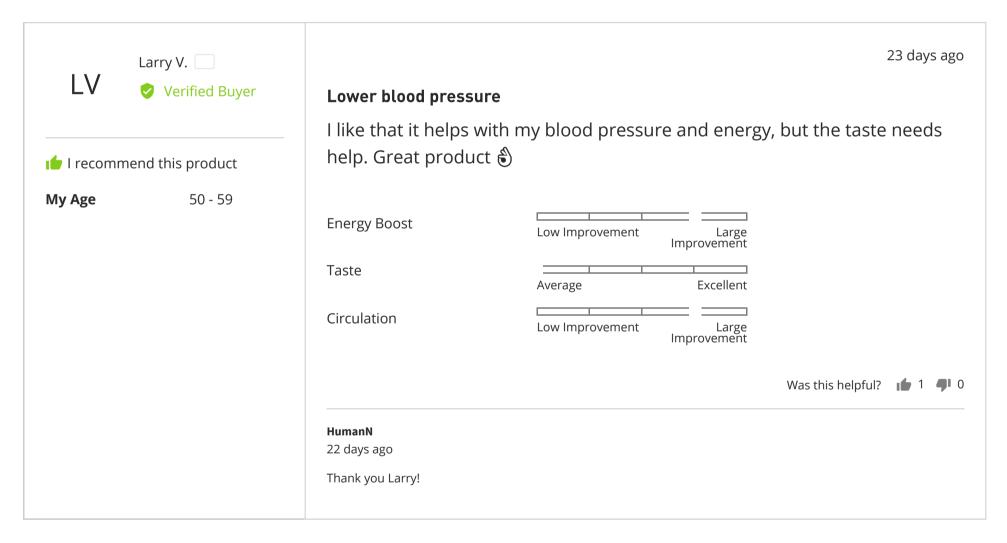


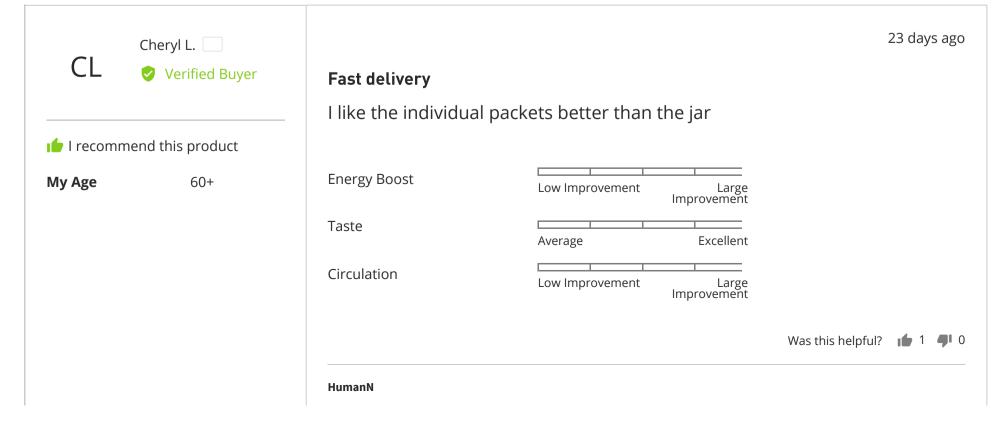




KeyNutrition &HowFrequentCustomerBenefitsIngredientsTo UseQuestionsReviews

I was surprised about the taste, much better than Beets, very plesent tasting. i I recommend this product My Age 60+ **Energy Boost** Low Improvement Large Improvement Taste Excellent Average Circulation Large Improvement Low Improvement Was this helpful? 1 1 0 **HumanN** 22 days ago We're so happy to hear that Thomas! Thank you!





Case 6:21-c2-90444-ADA Document 1-4 Filed 02/11/21 Page 16 of 54

Perfect Cheryl! We're glad you found what works best for you!

KeyNutrition &HowFrequentCustomerBenefitsIngredientsTo UseQuestionsReviews

I recommend this product

My Age 60+

Dr said he would have to increase my blood pressure medicine if my next visit was high. Took Super Beets for about 10 months and it was in the normal range! I reordered.

Energy Boost

Low Improvement

Large Improvement

Taste

Average

Excellent

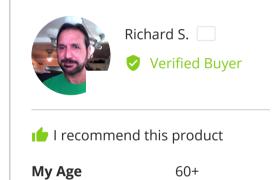
Circulation

Low Improvement

Large Improvement

Was this helpful? 1 4 0

23 days ago



More energy than ever

I love it I am sixty one years old and I have more energy now than when I was in my thirties

Energy Boost

Low Improvement

Large Improvement

Taste

Average

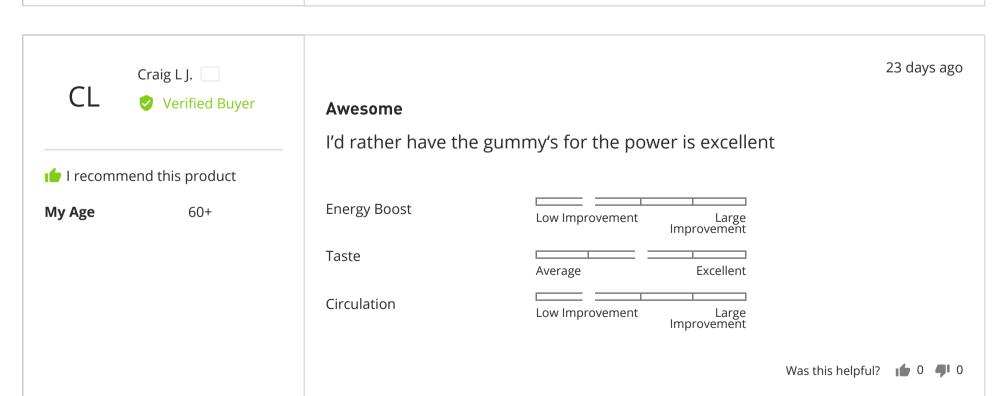
Excellent

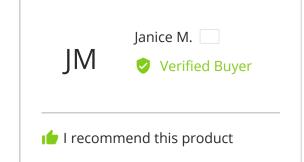
Circulation

Low Improvement

Large Improvement

Was this helpful? 👍 1 🖣 0

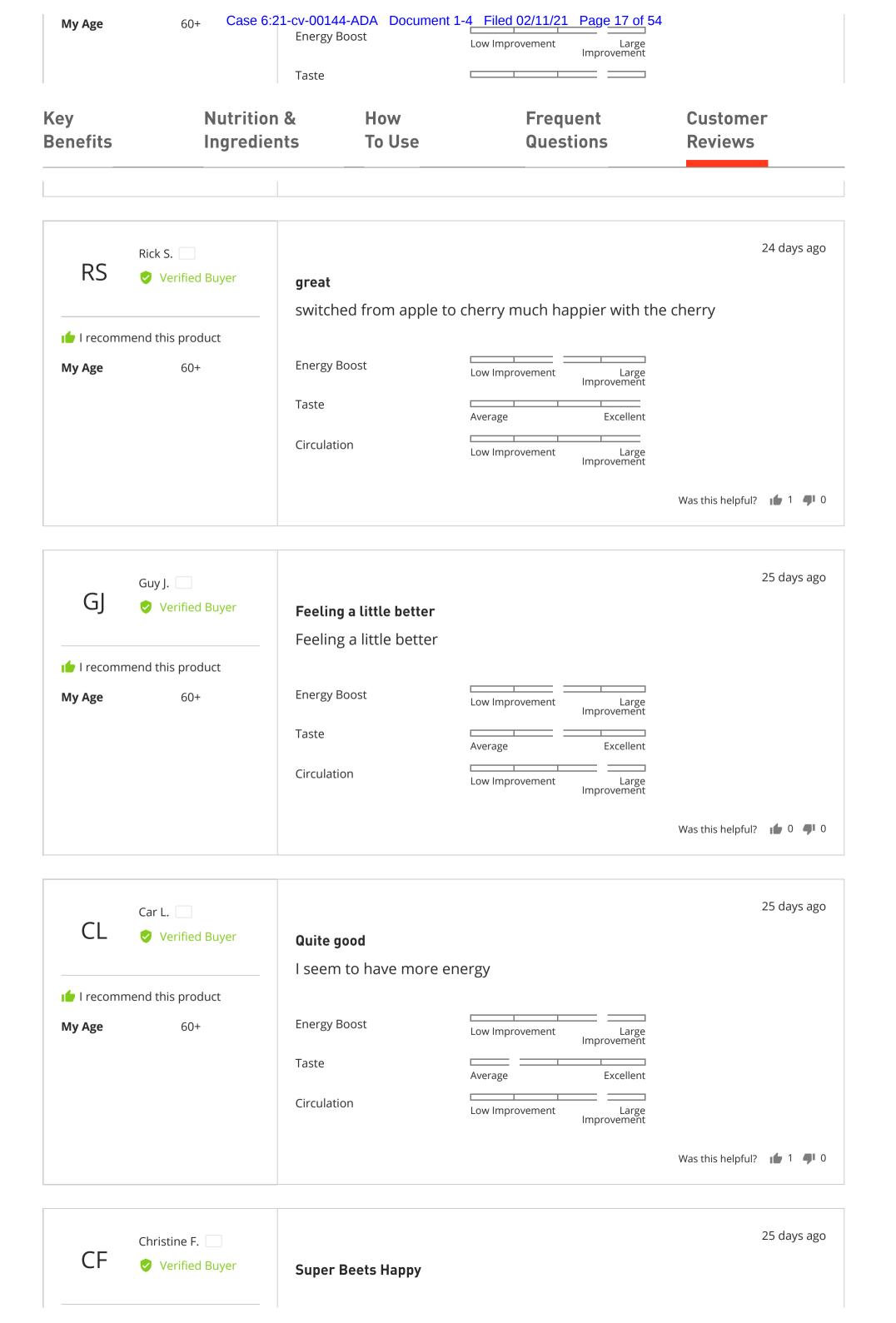


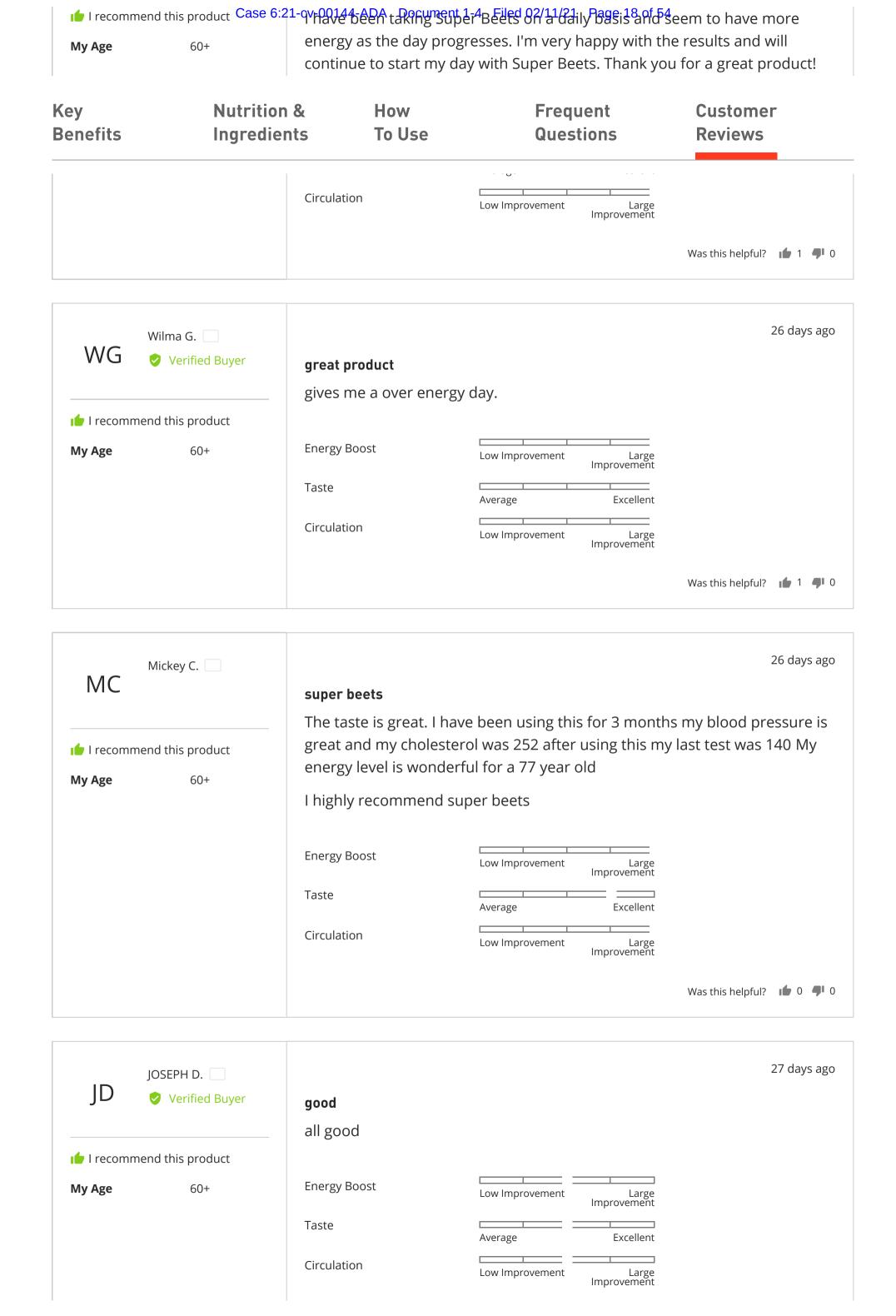


Human beets

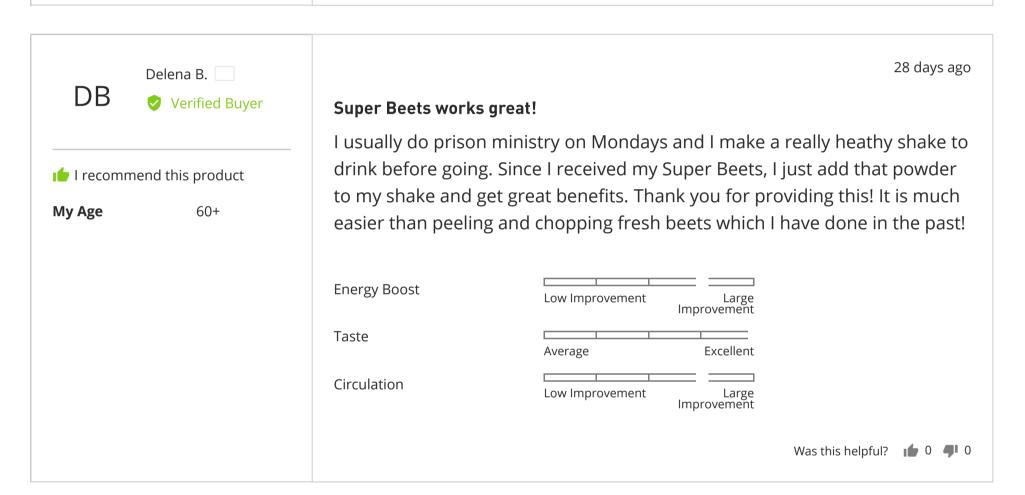
Tastes great, I like the increased energy I get after drinking this.

23 days ago

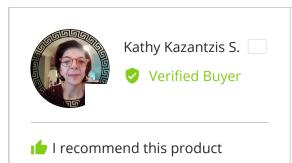




Frequent Key **Nutrition &** How Customer **Ingredients Benefits** Questions To Use Reviews increased in the short time I've been using them. I recommend this product 18 - 29 My Age **Energy Boost** Large Improvement Low Improvement Taste Excellent Average Circulation Large Improvement Low Improvement Was this helpful? 🏚 0 👂 0

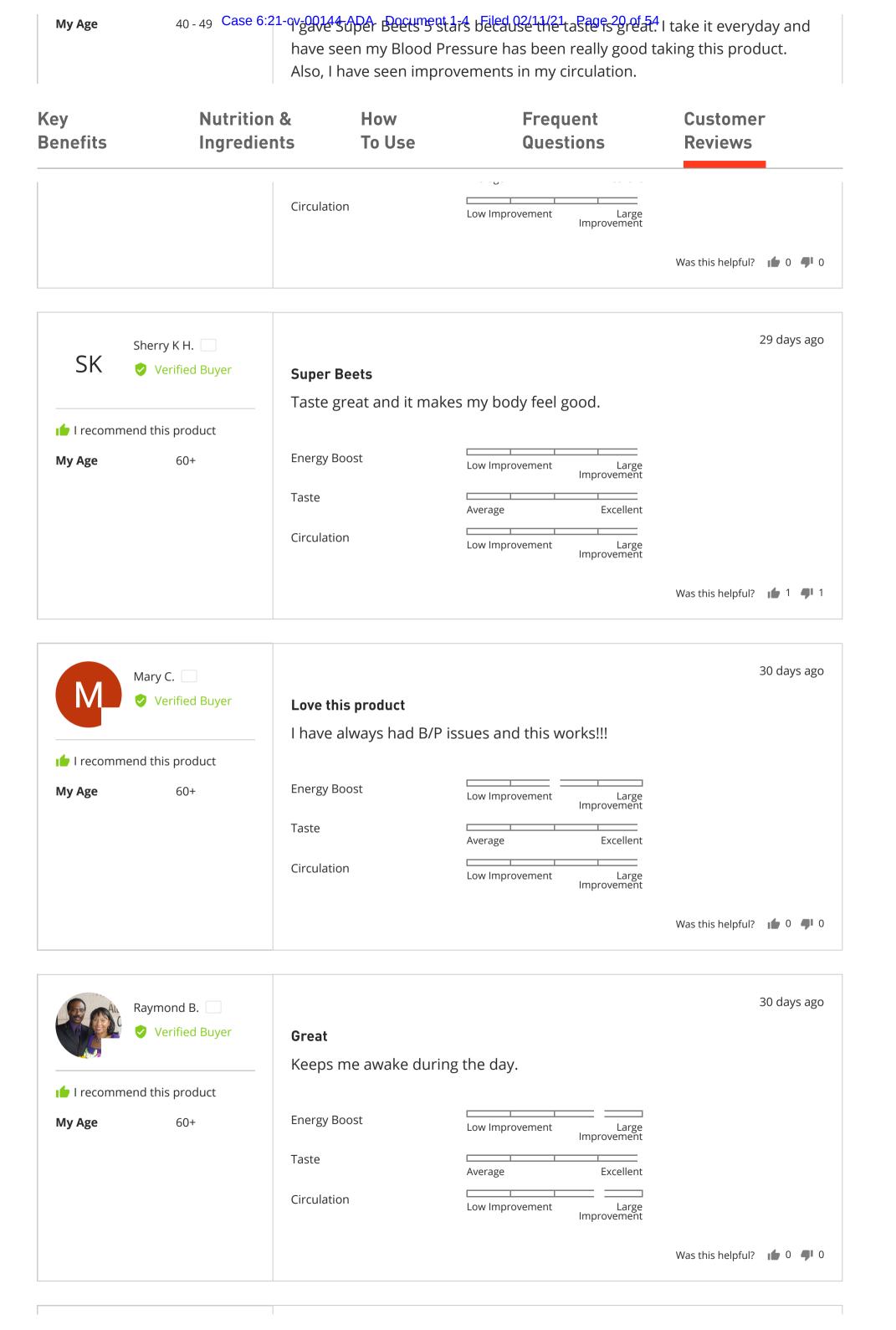




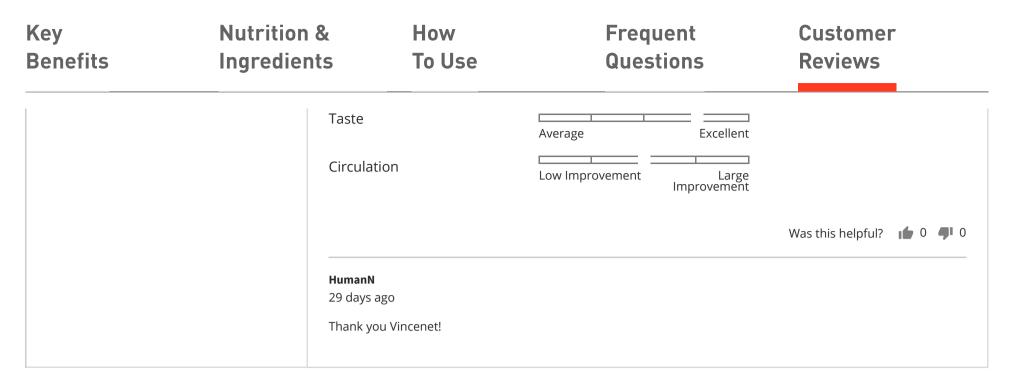


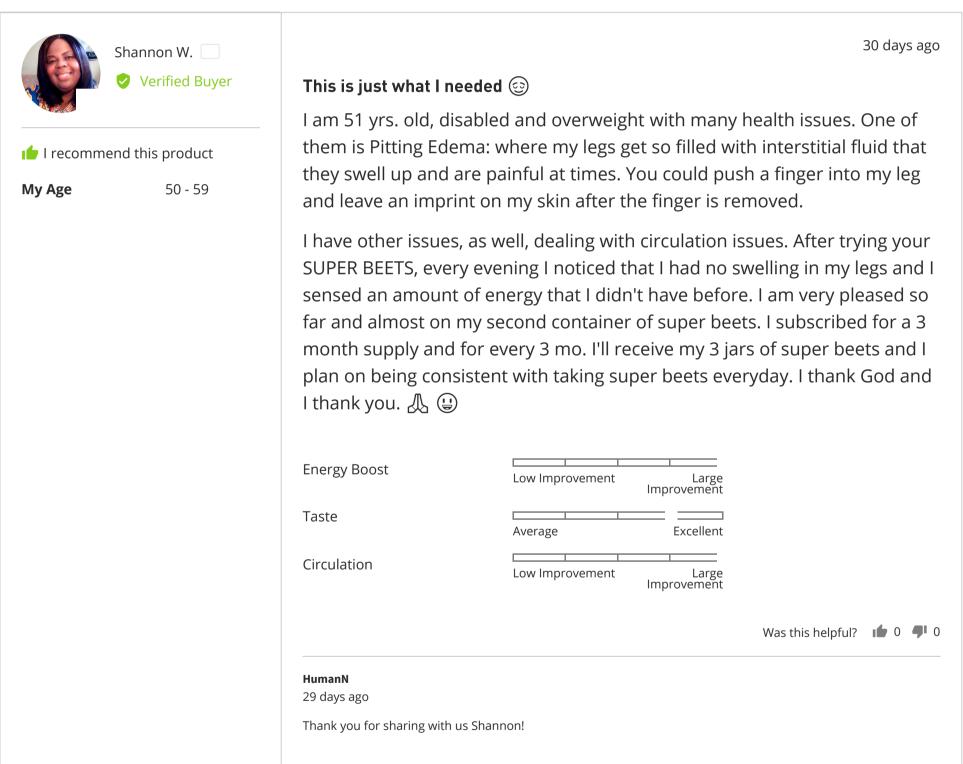
Super Beets Black Cherry Circulation

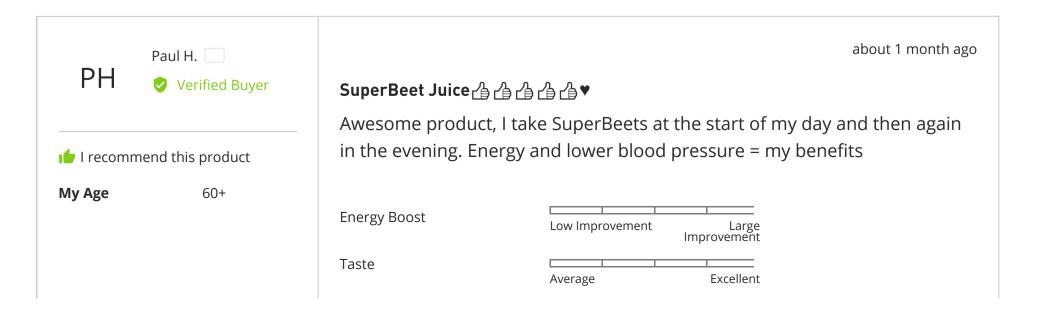
29 days ago

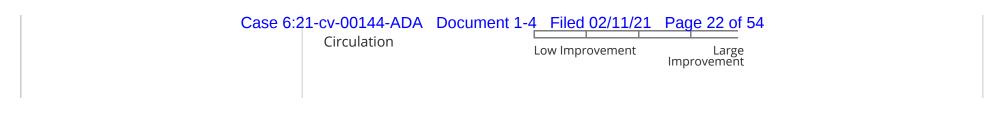




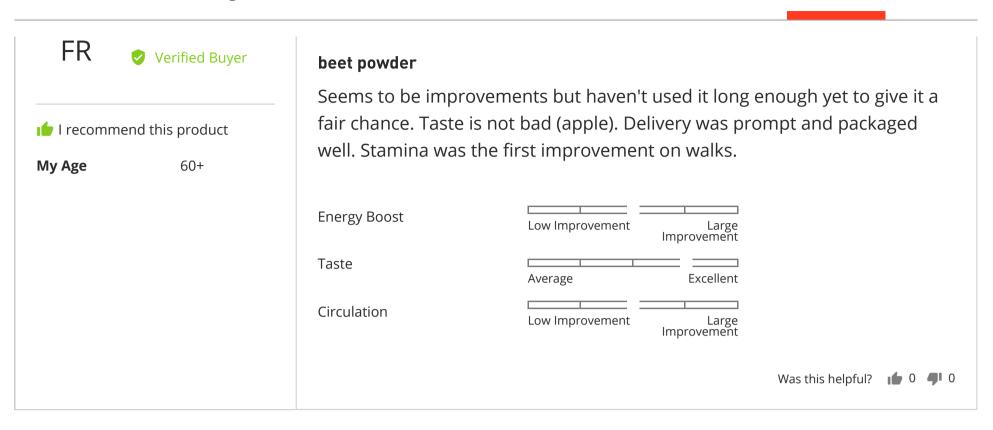


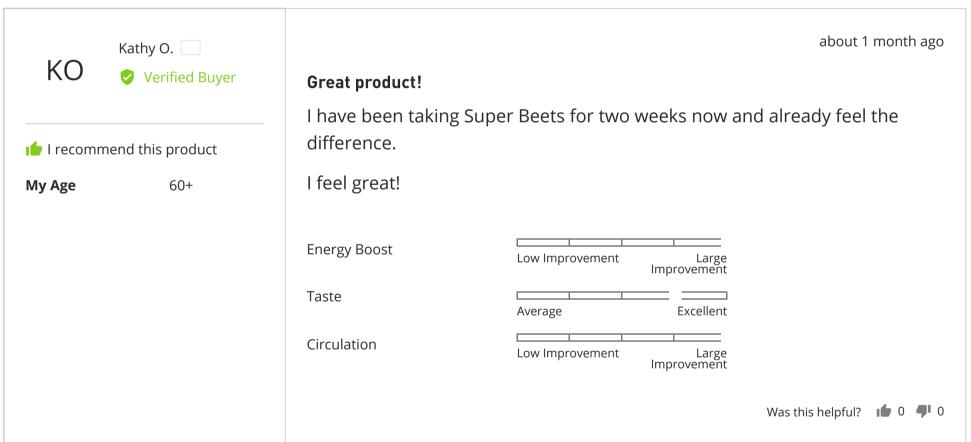


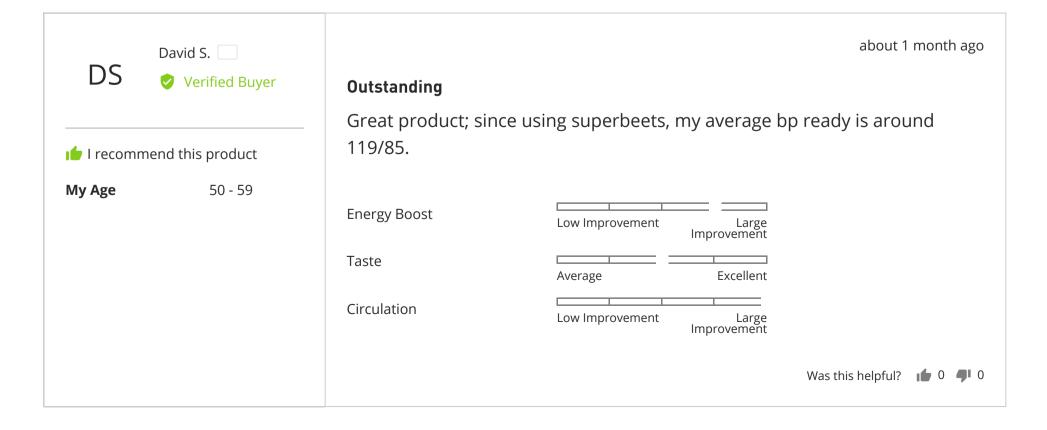


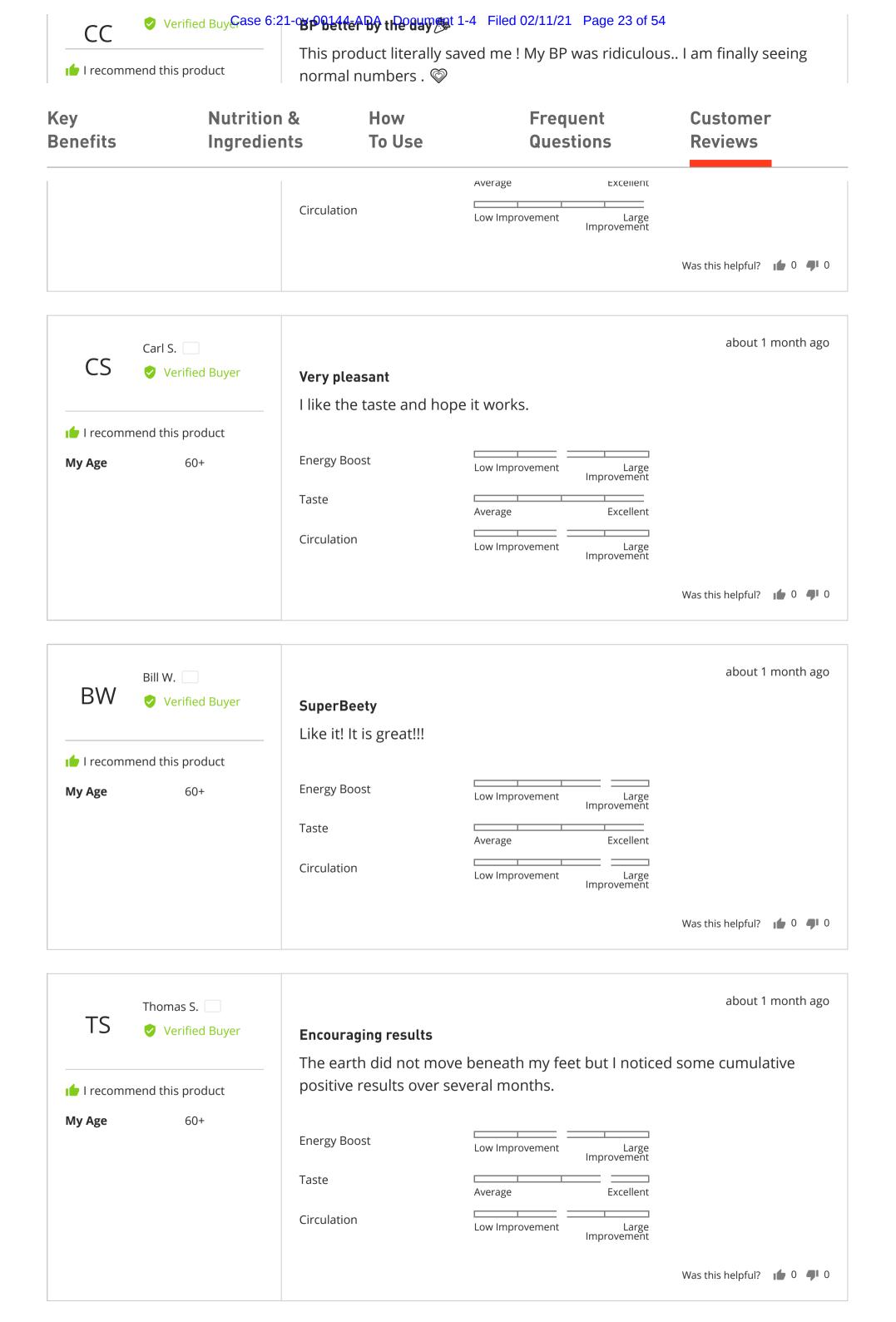


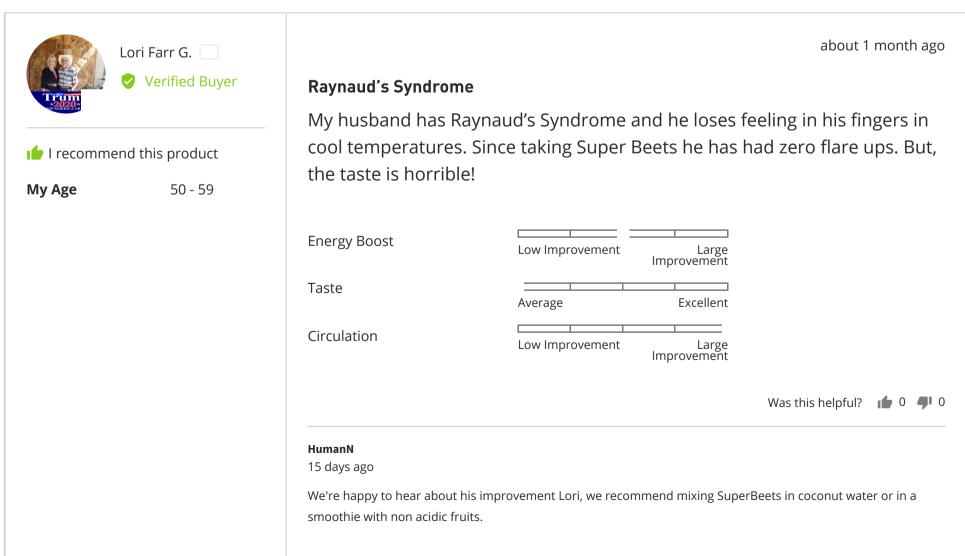
KeyNutrition &HowFrequentCustomerBenefitsIngredientsTo UseQuestionsReviews



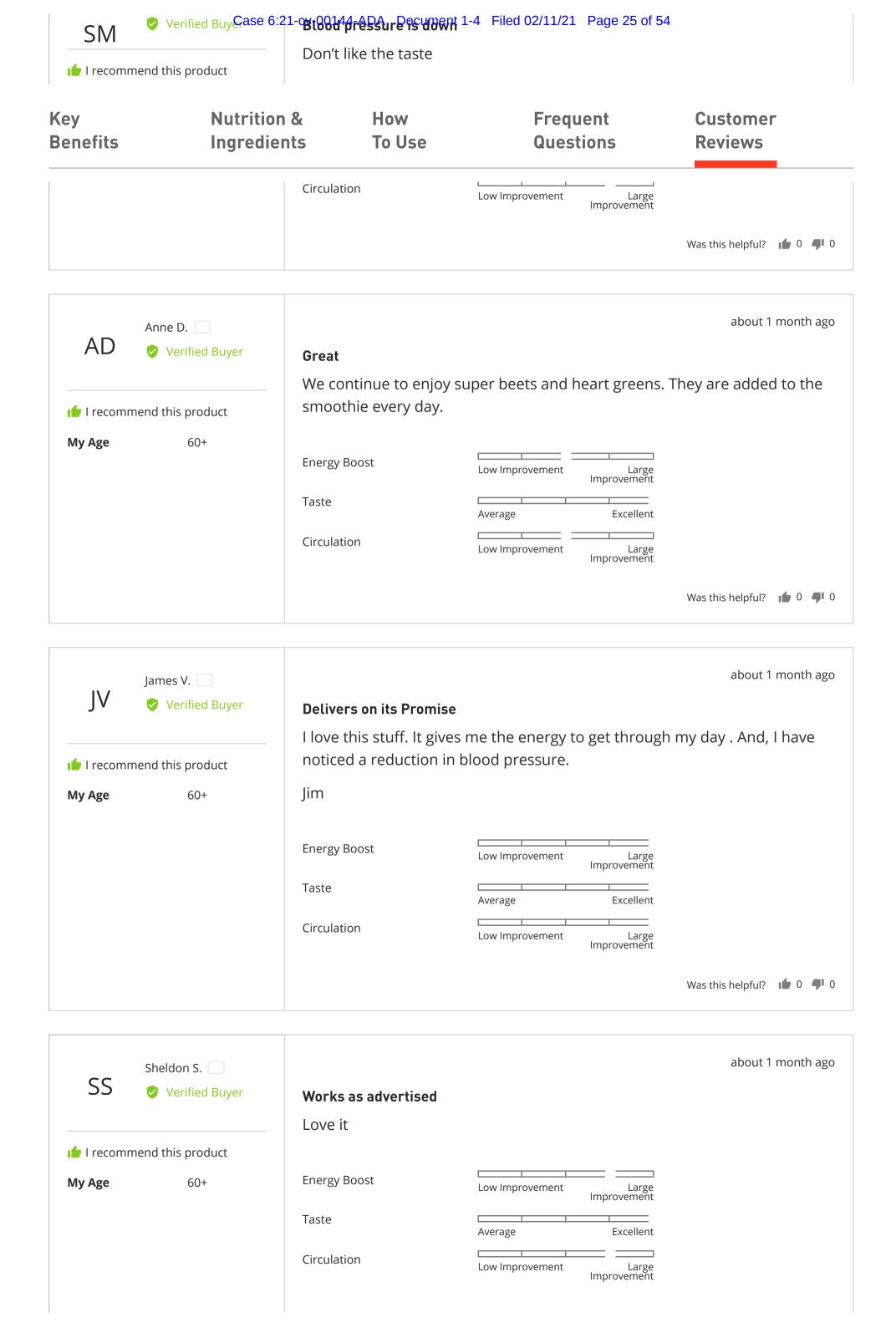








Scott M. about 1 month ago



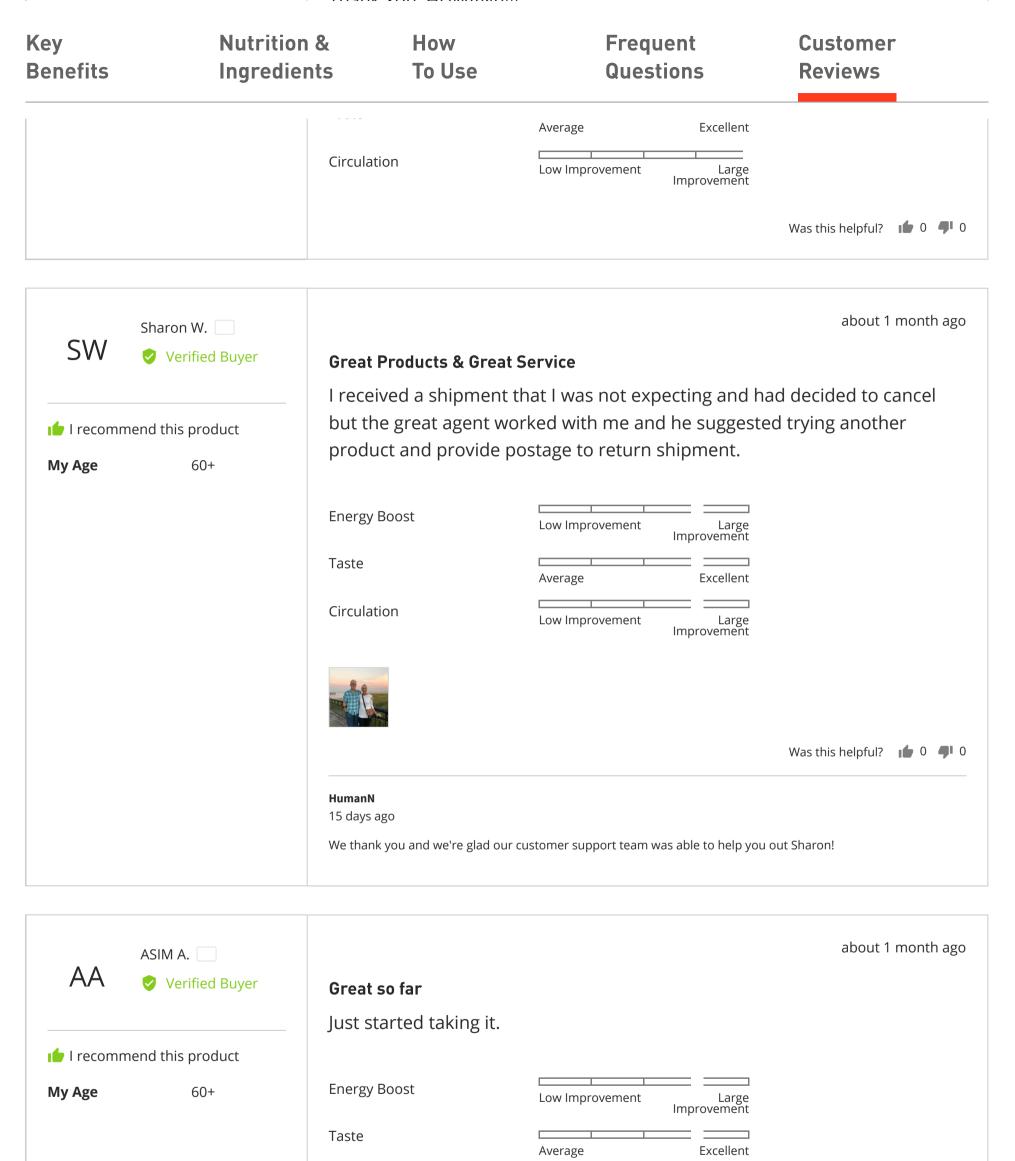
Energy Boost Low Improvement Large Improvement Taste Excellent Average Circulation Low Improvement Large Improvement Was this helpful? 10 0 0

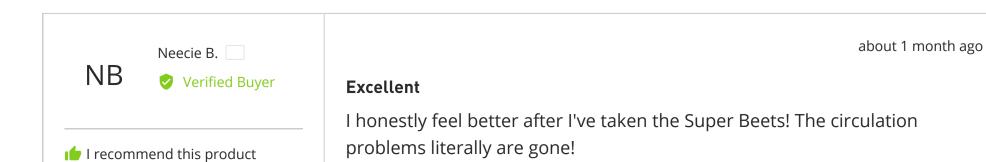
pressure was 125/78!!!

Never in my life has it been this good.

Case 6:21-qv-00144-ADA Documenti diver. 12/11/21 difficult lifes by le. SuperBeets is proving to be a wise choice.

Thank Vou HIIMANIAIII



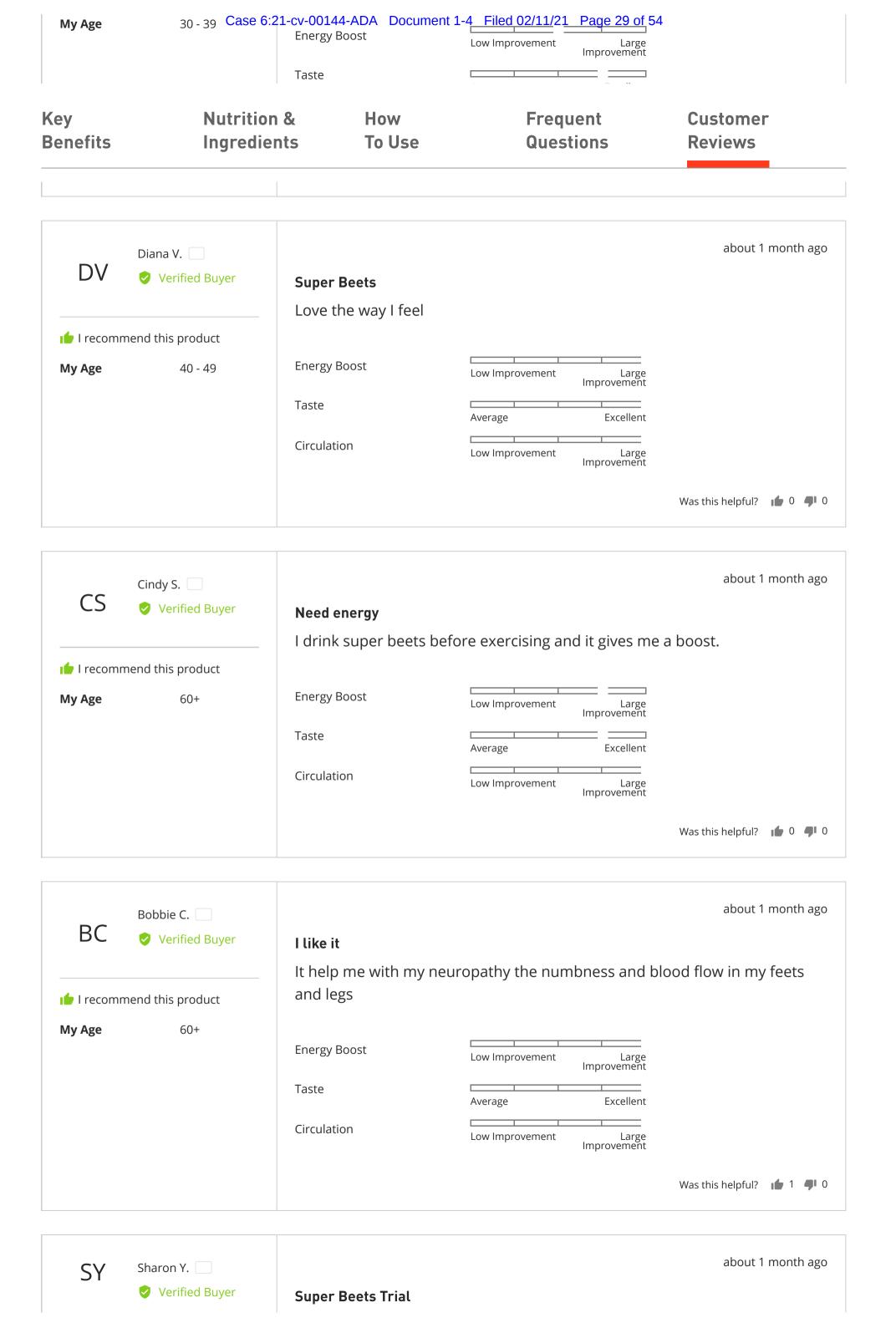


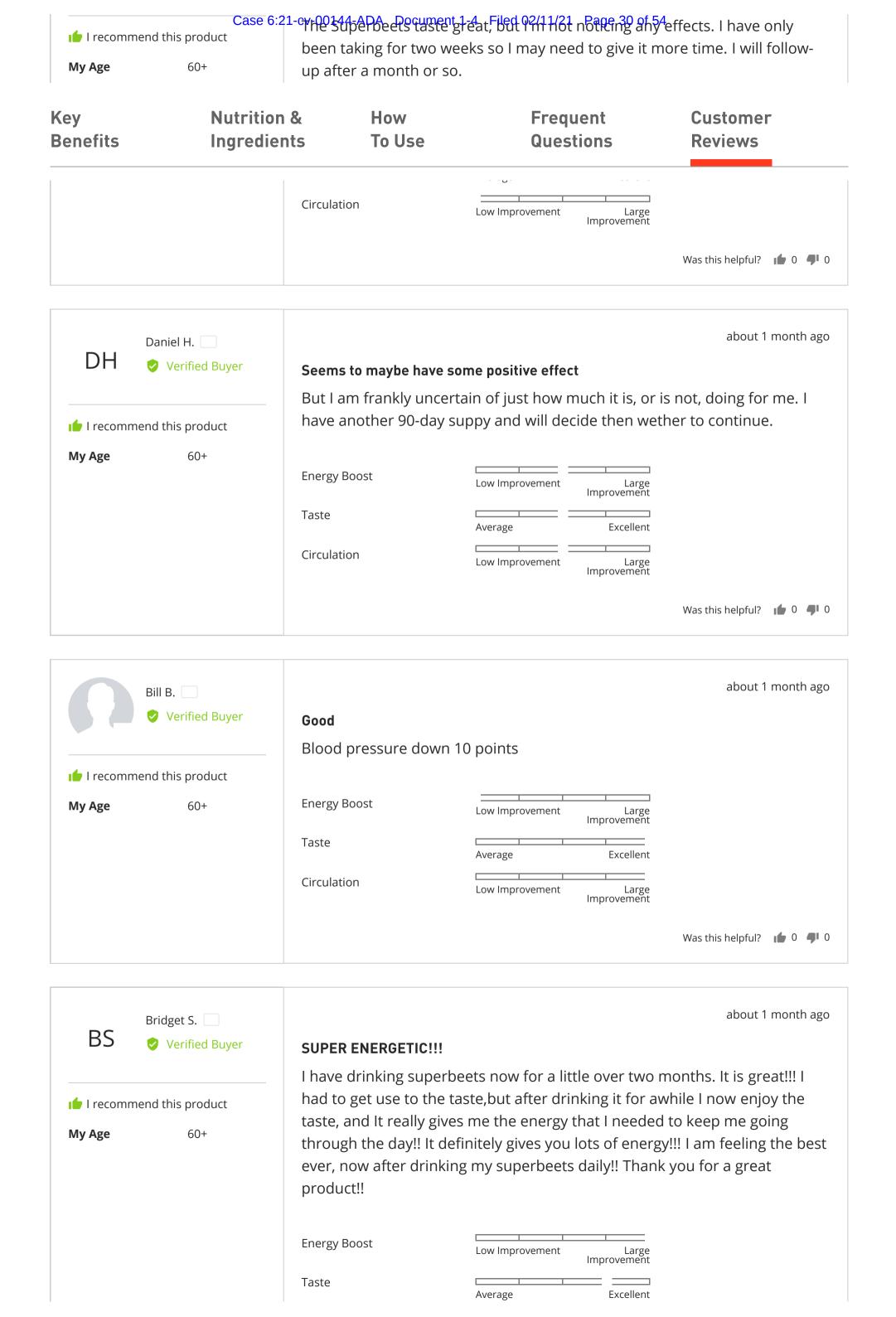
Large Improvement

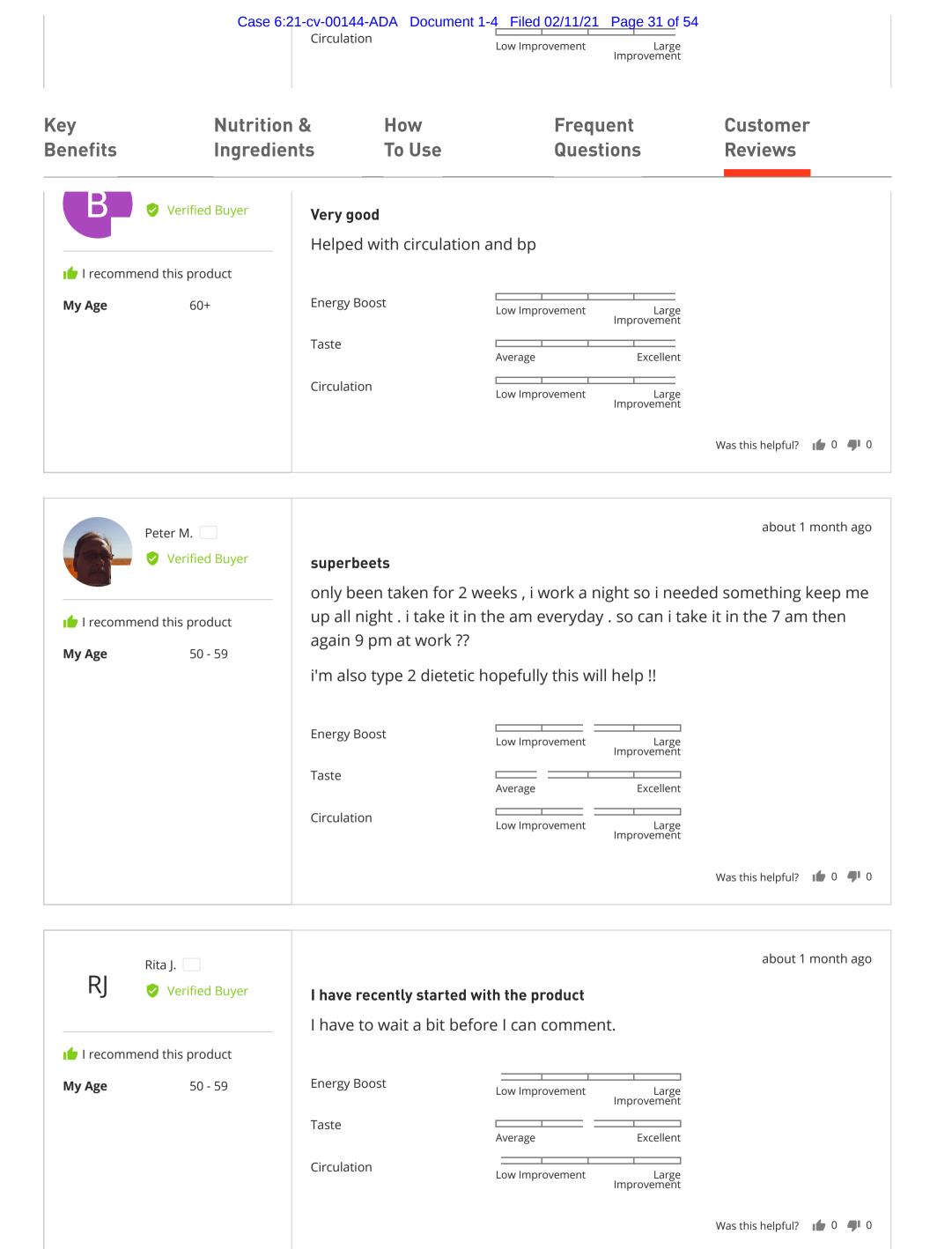
Was this helpful? 10 0 0

Low Improvement

Circulation

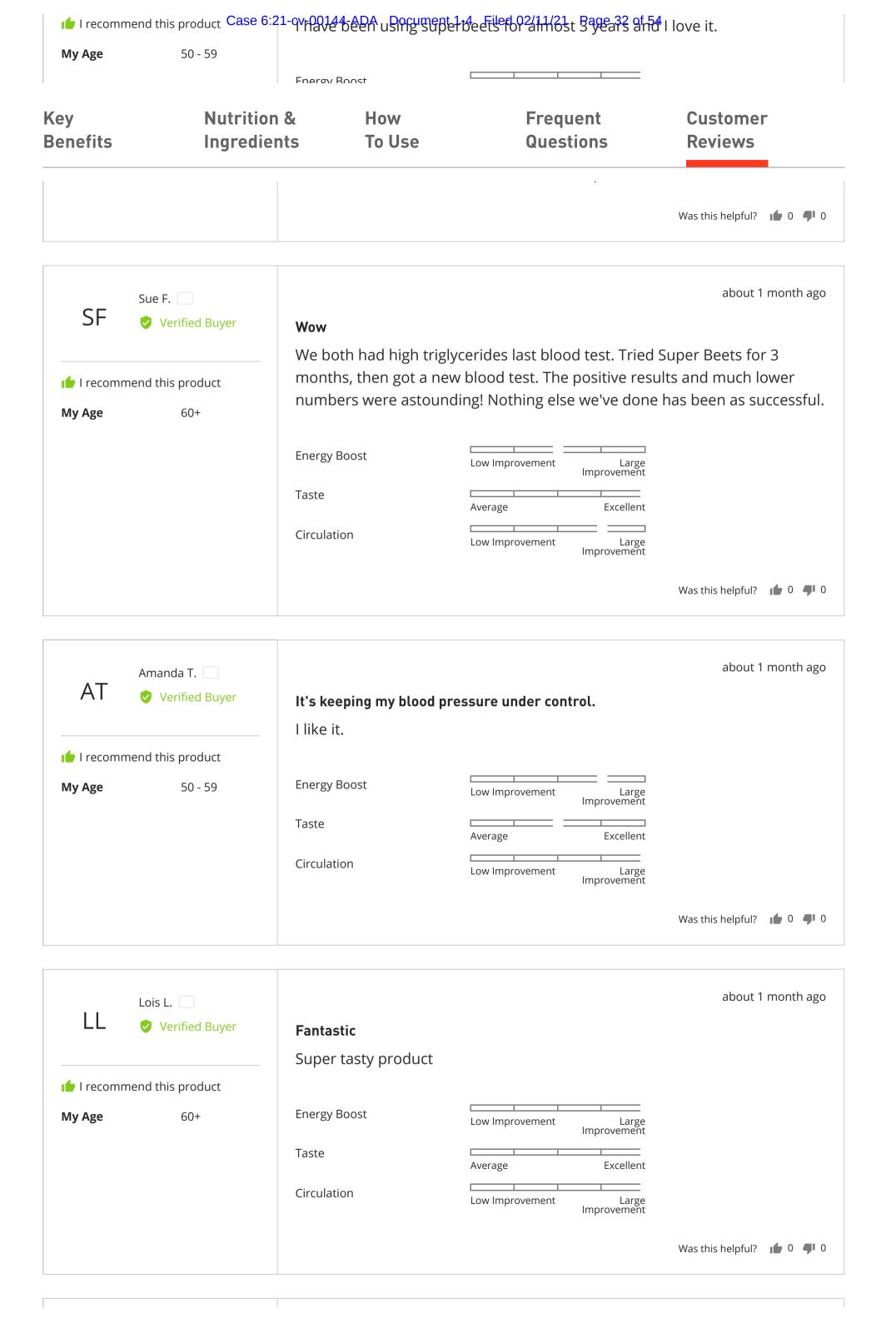


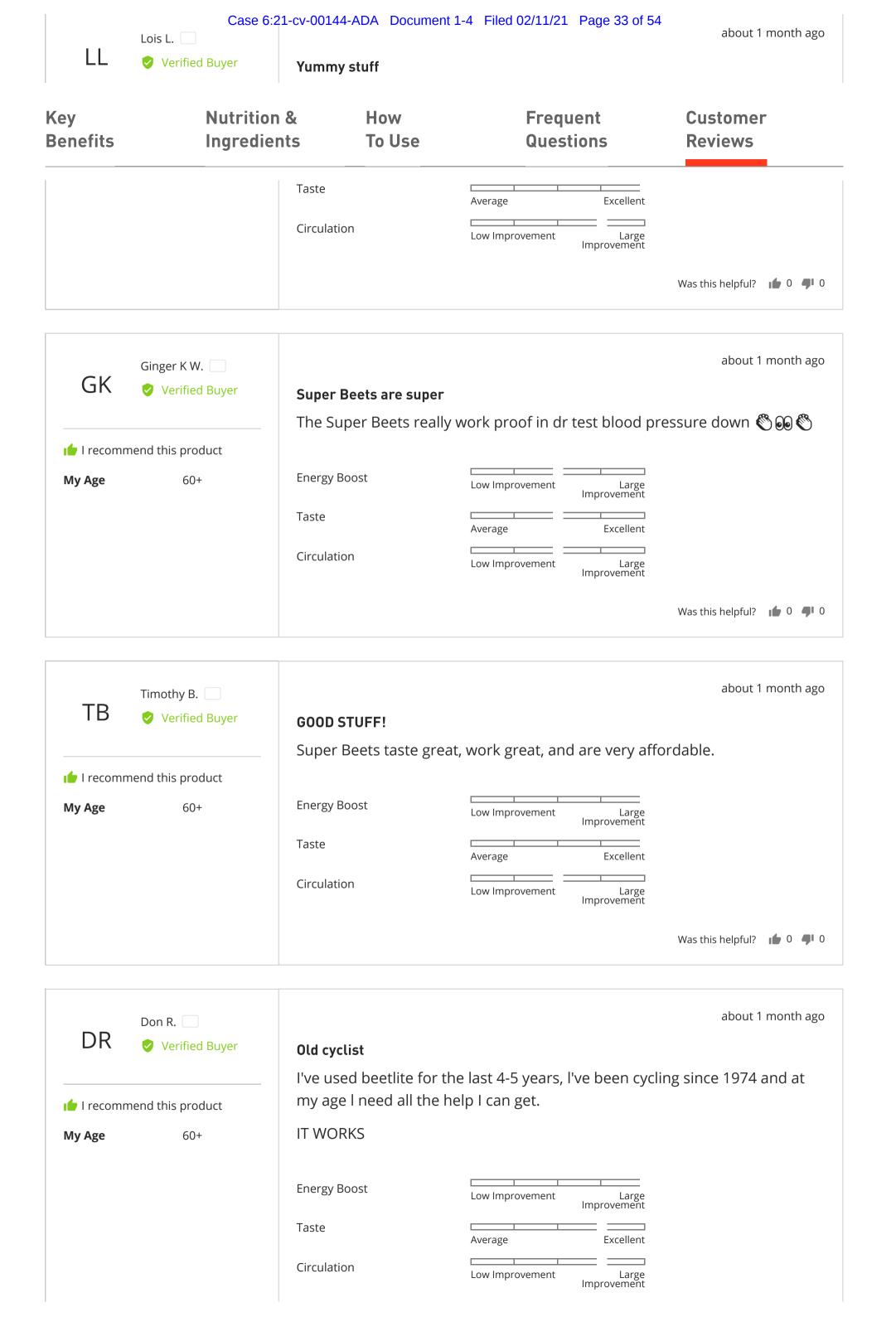


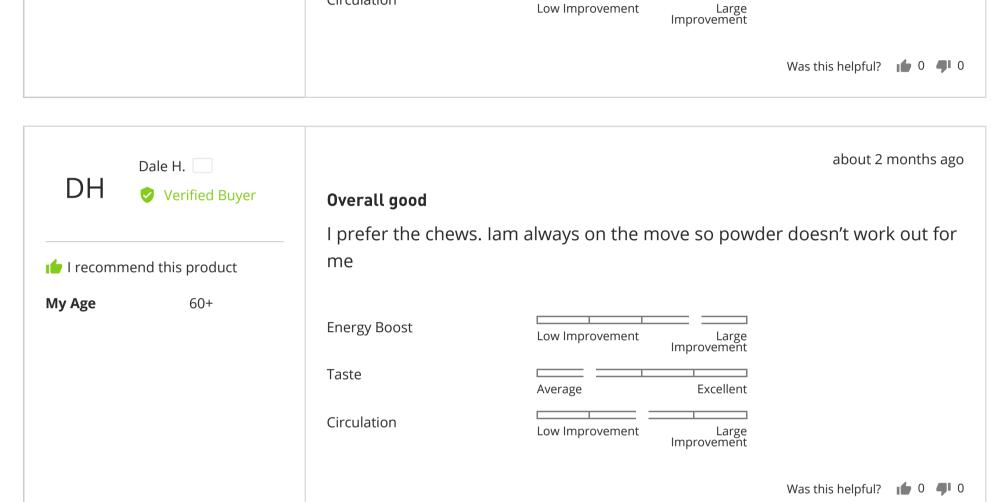


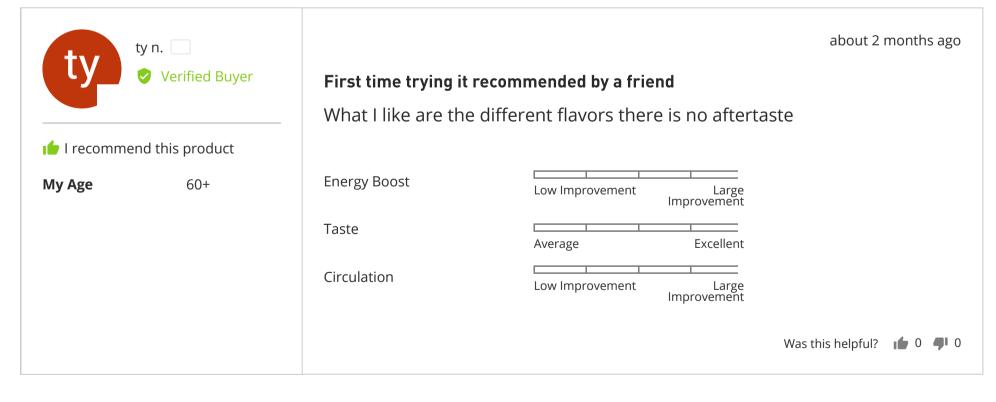


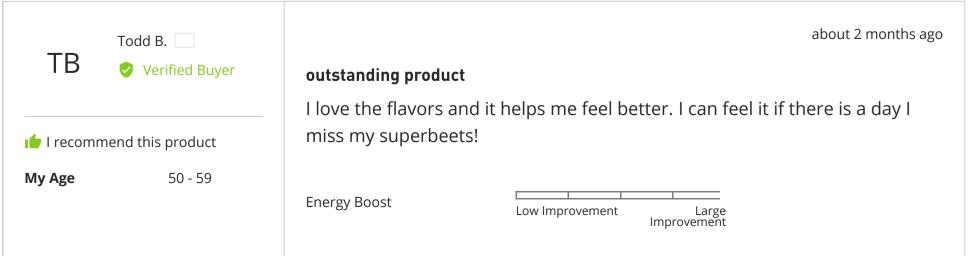
about 1 month ago

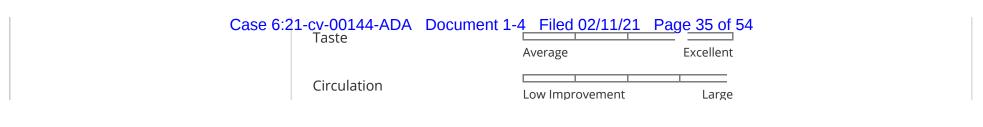




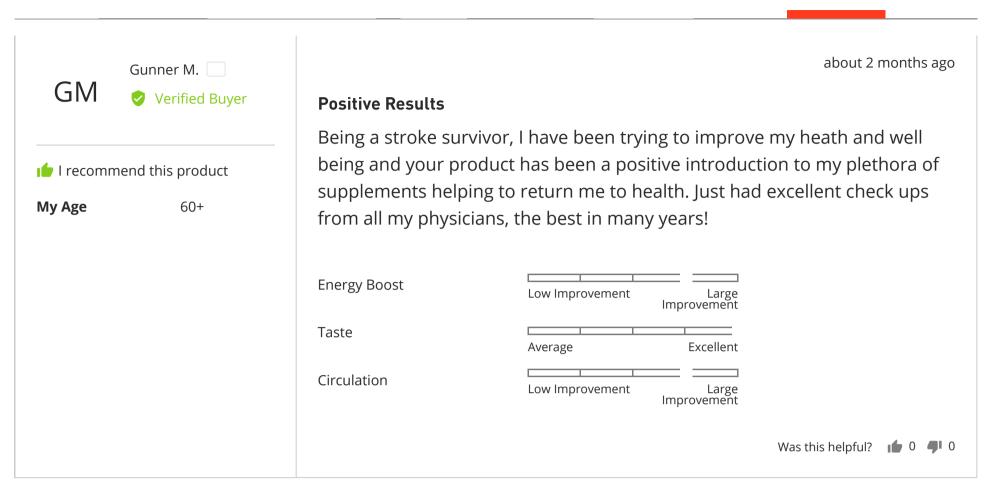


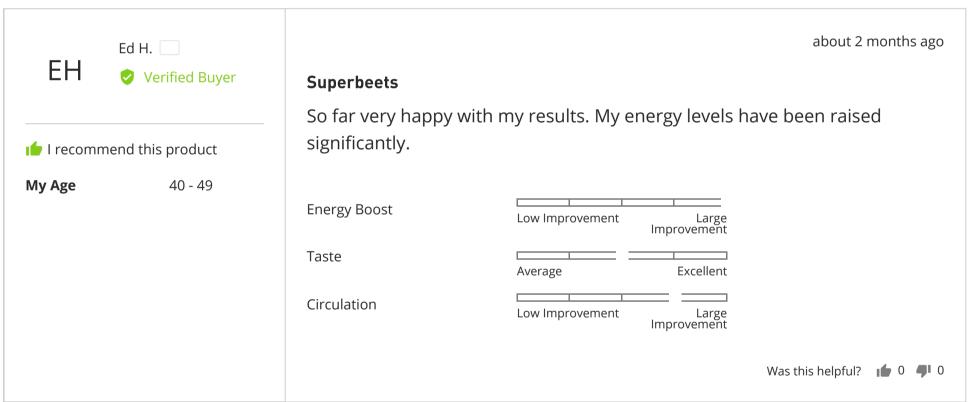


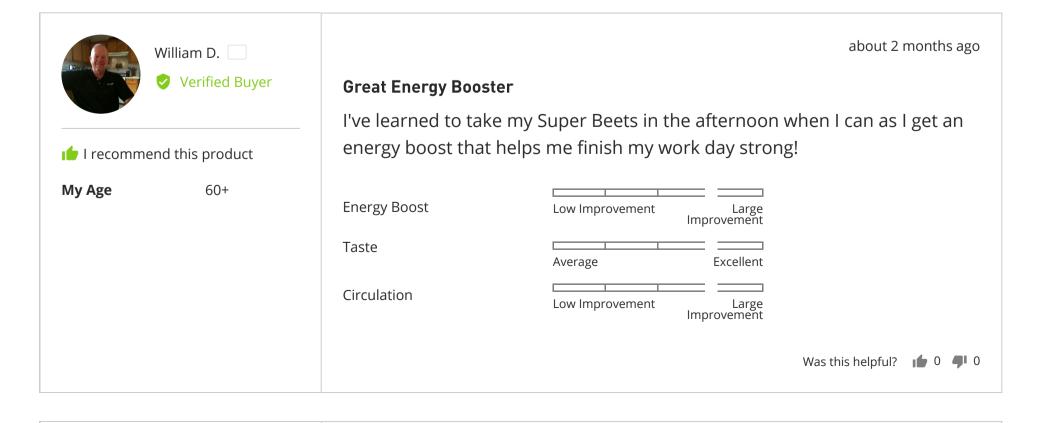


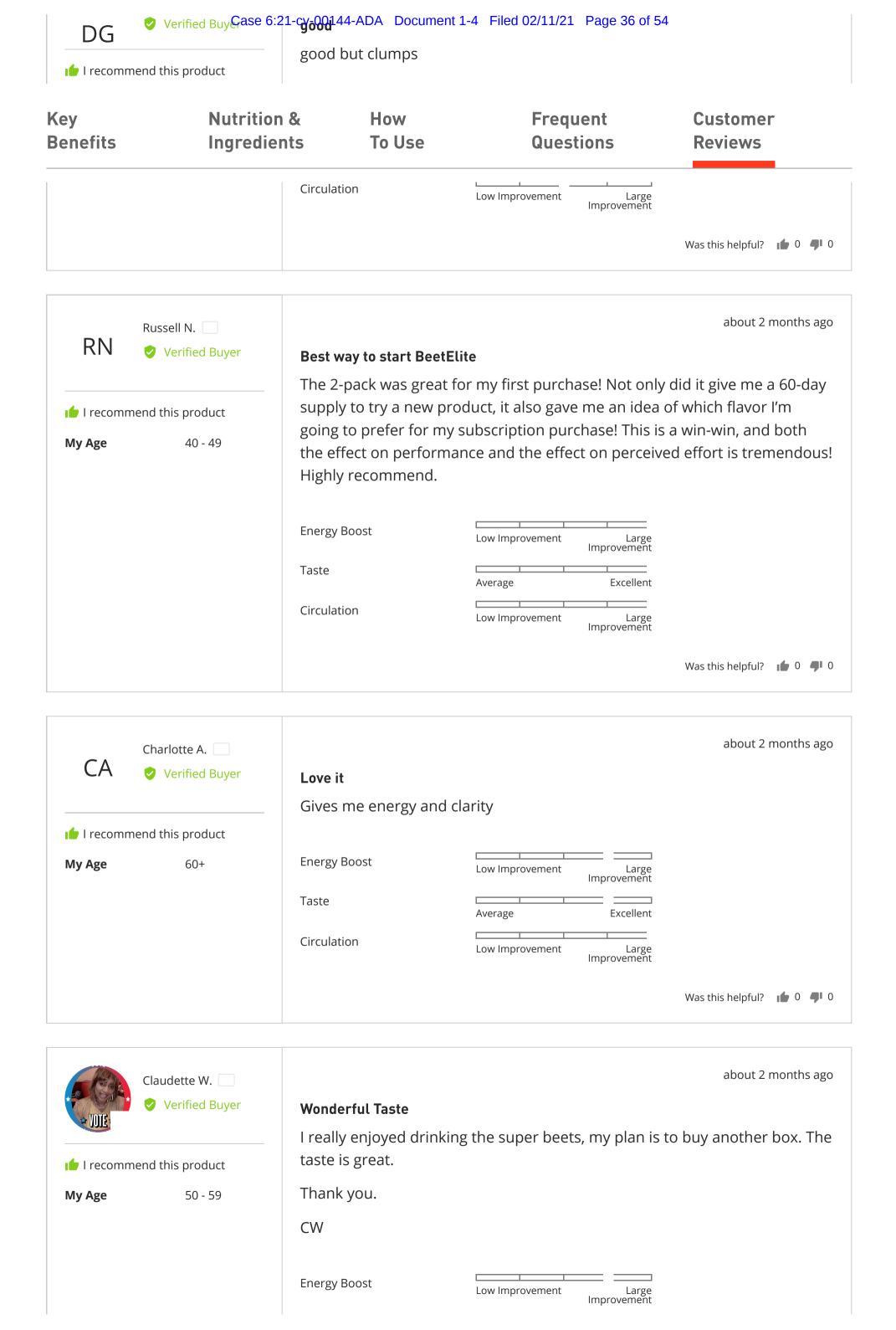


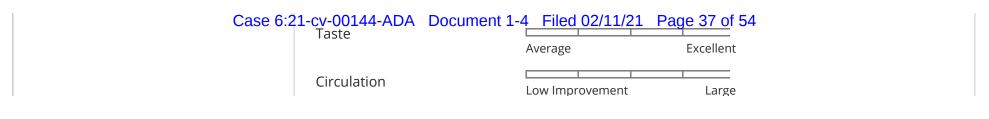
KeyNutrition &HowFrequentCustomerBenefitsIngredientsTo UseQuestionsReviews



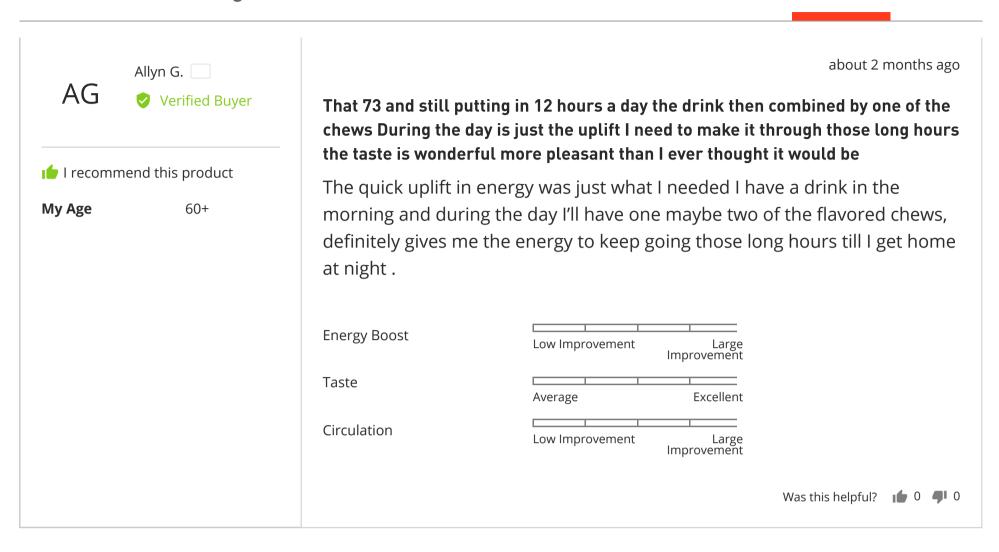


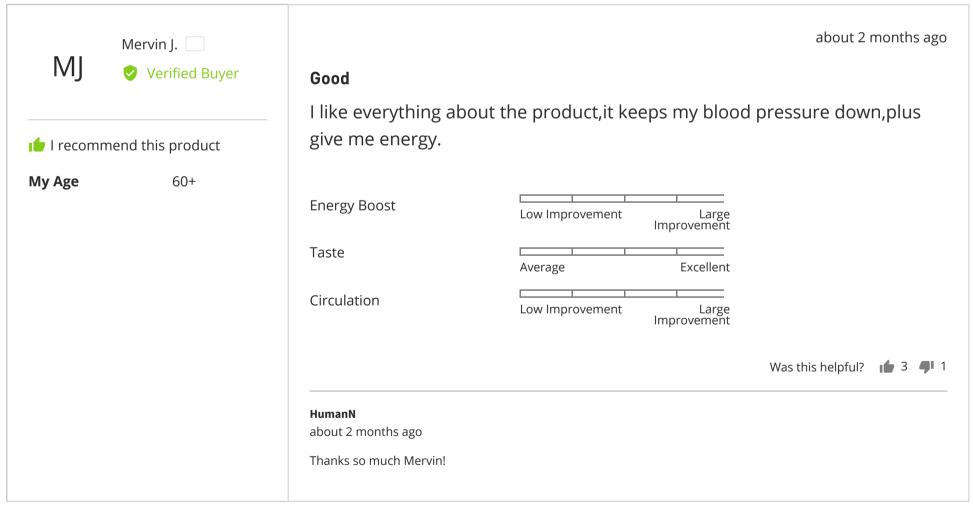


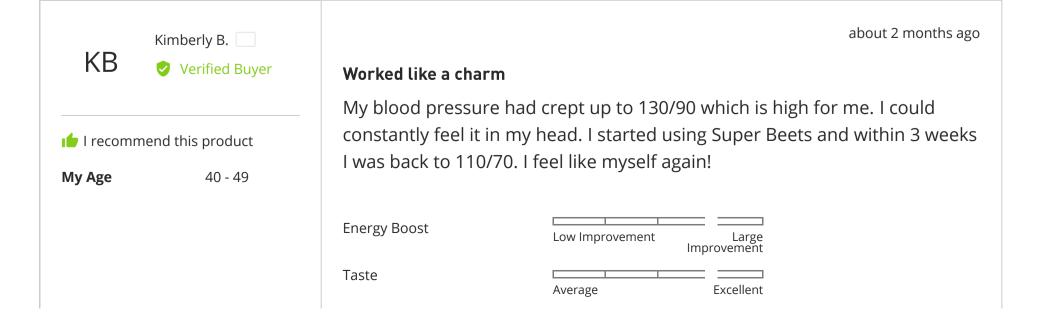


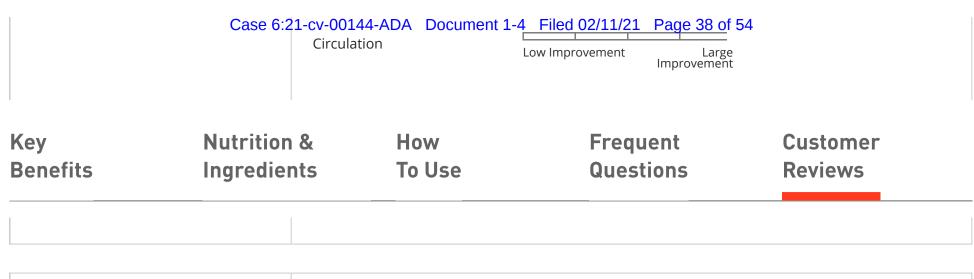


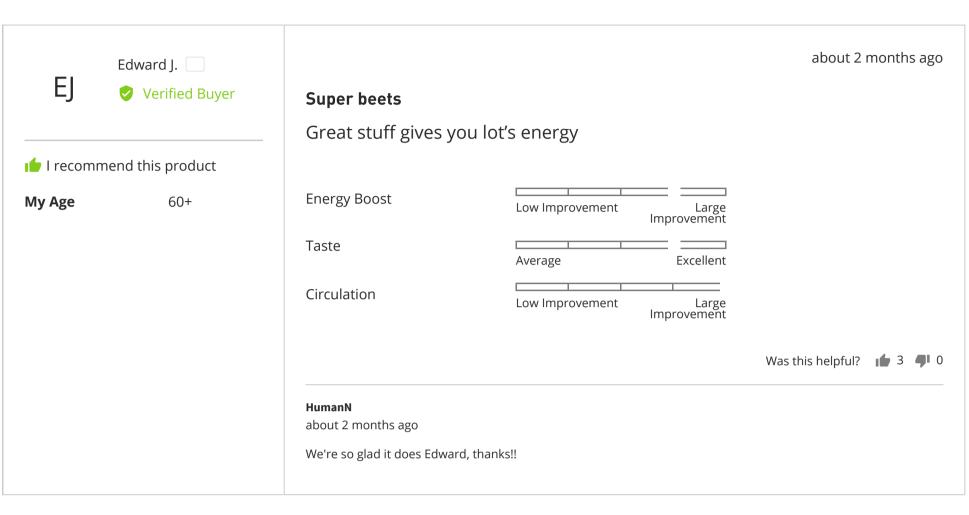
KeyNutrition &HowFrequentCustomerBenefitsIngredientsTo UseQuestionsReviews

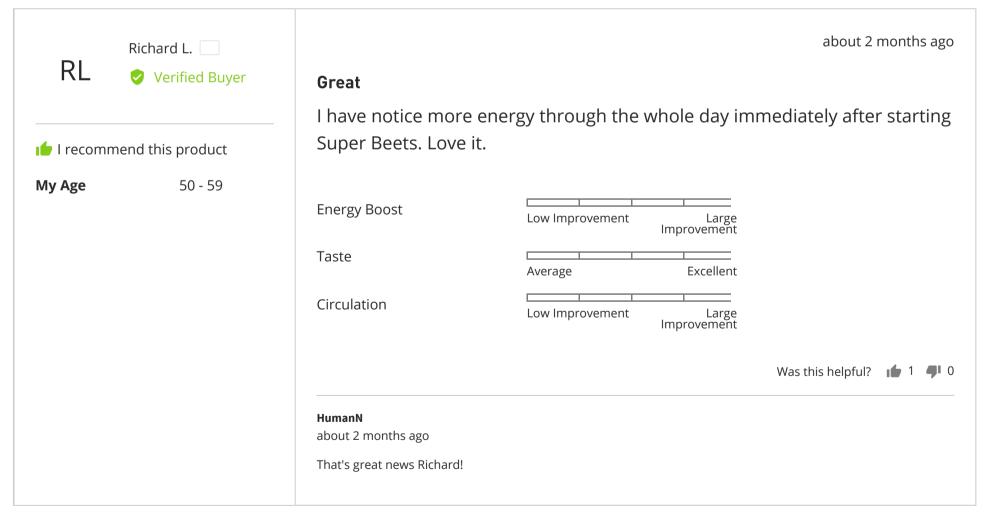


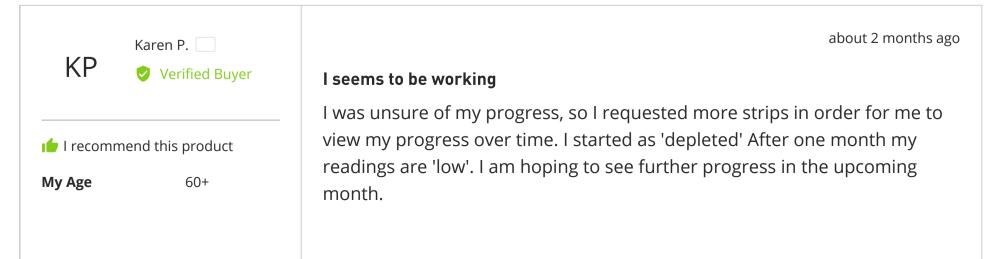


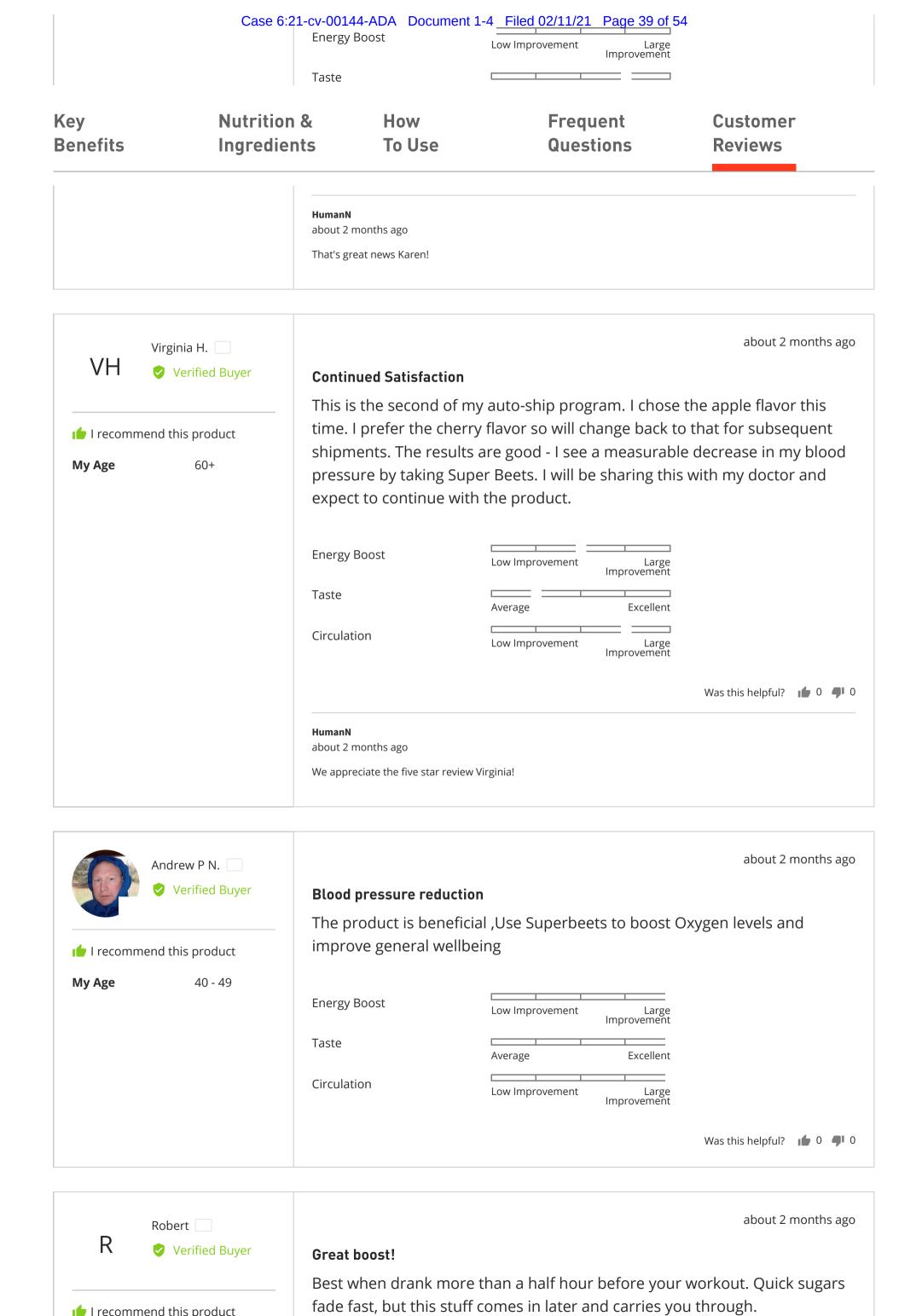




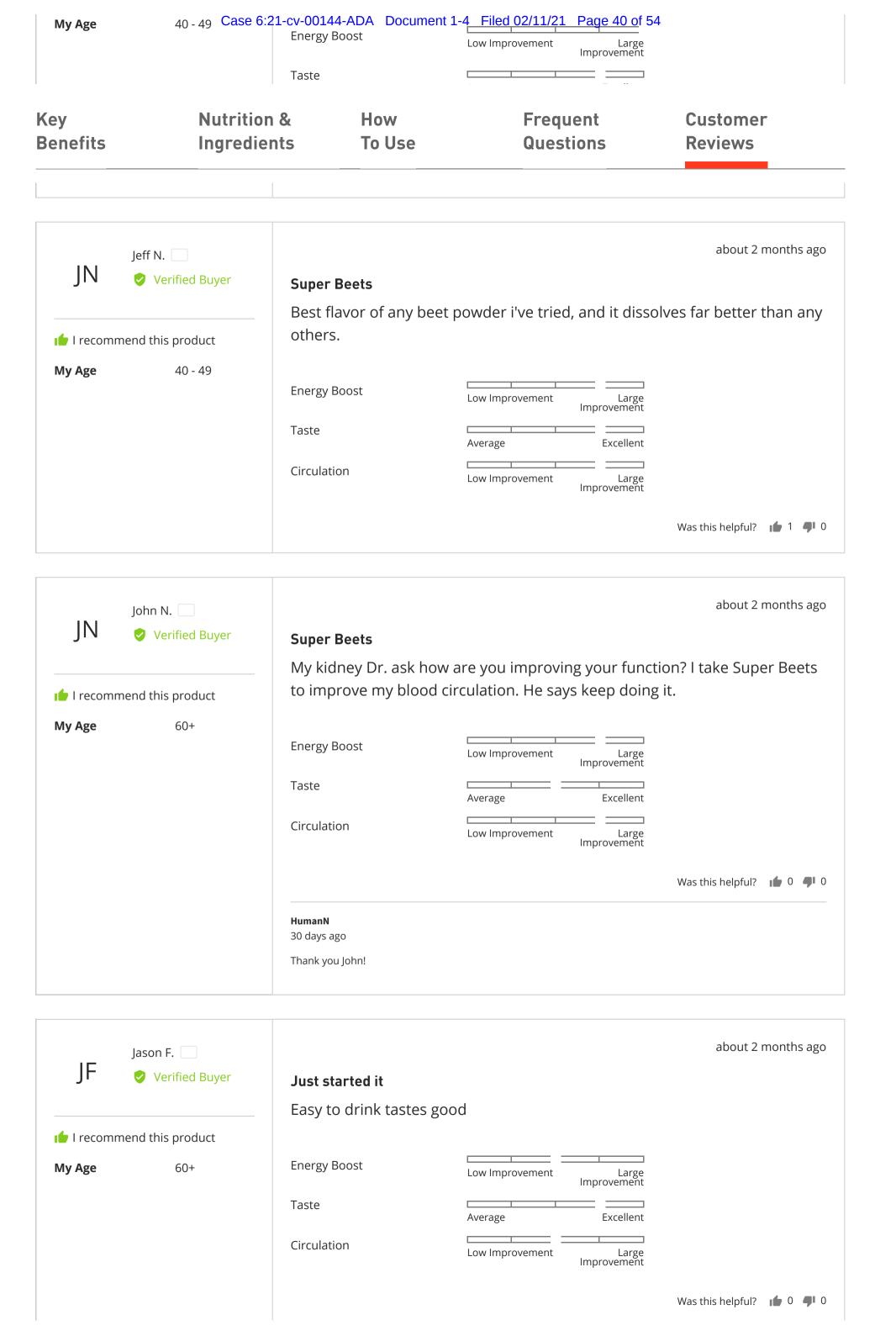


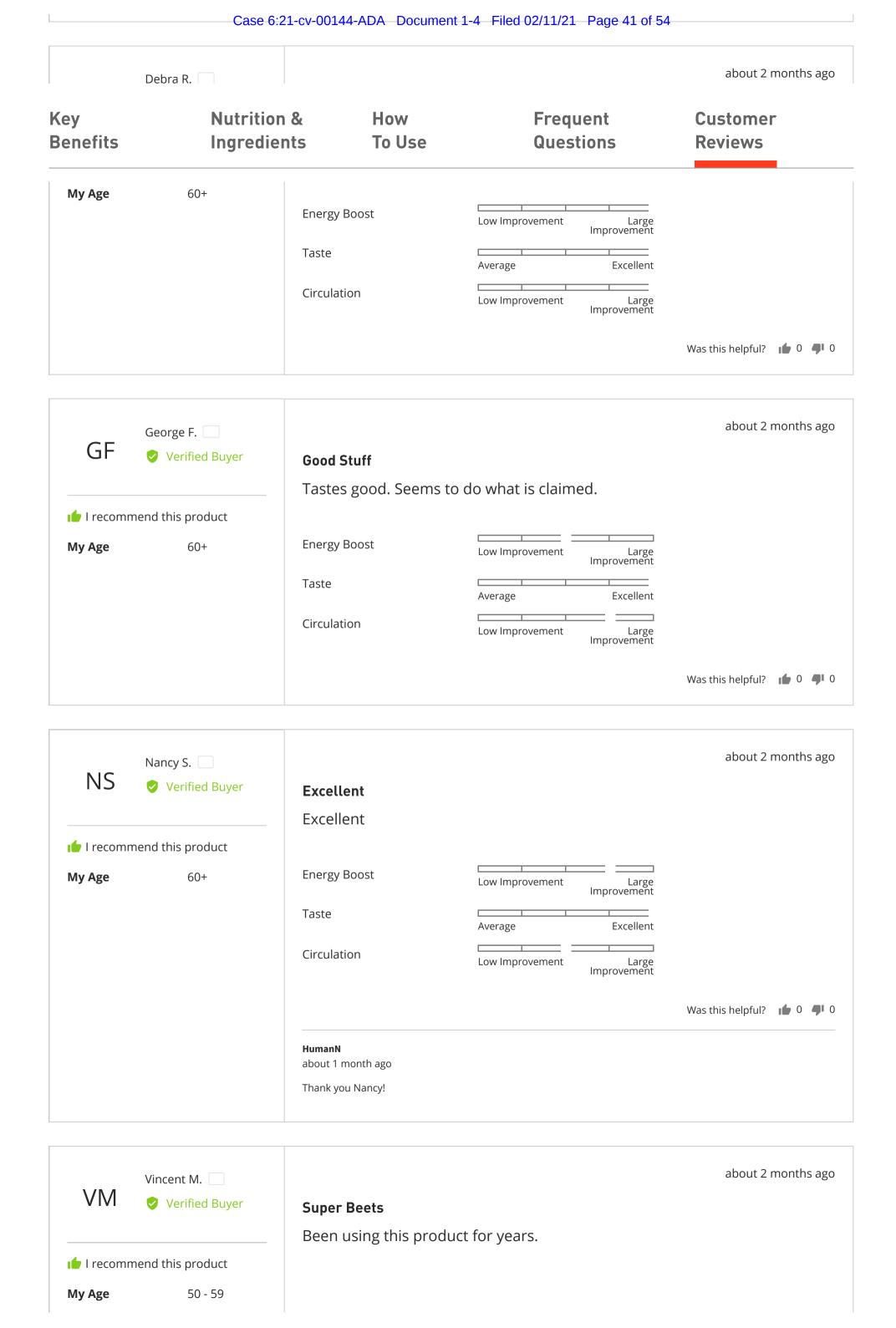


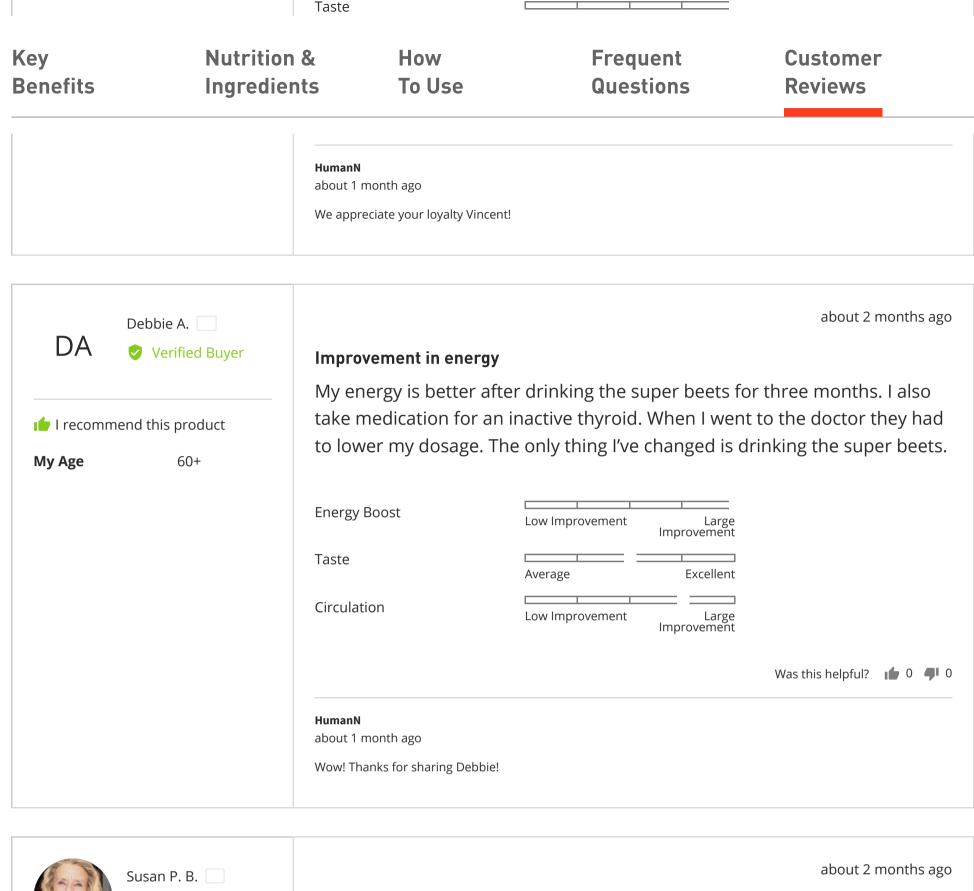




I recommend this product





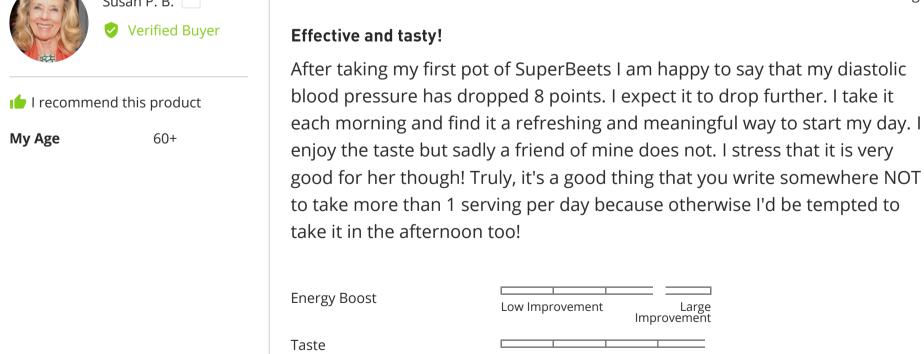


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Low Improvement

Large

Energy Boost



Energy Boost

Low Improvement

Taste

Average Excellent

Circulation

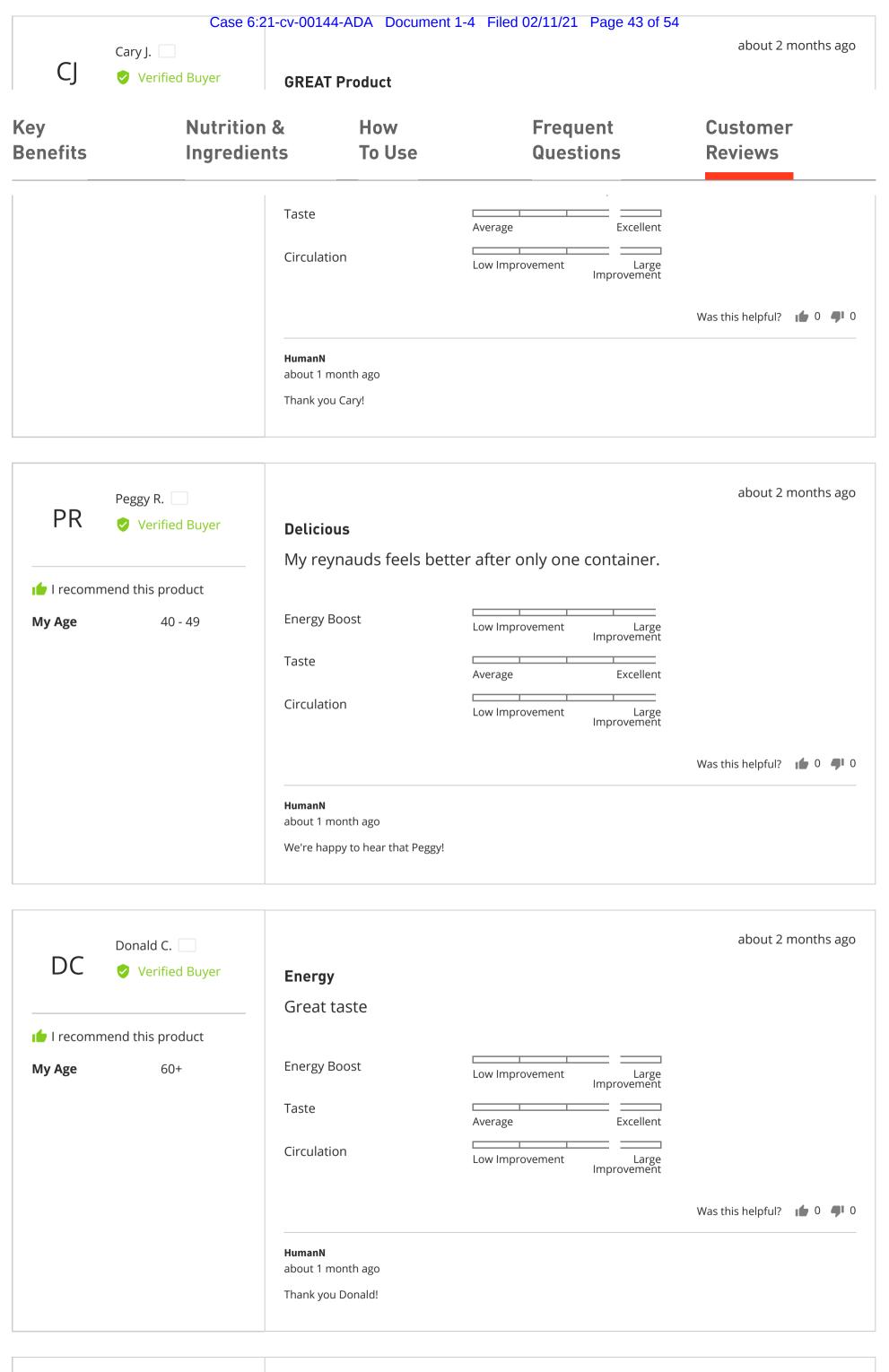
Low Improvement

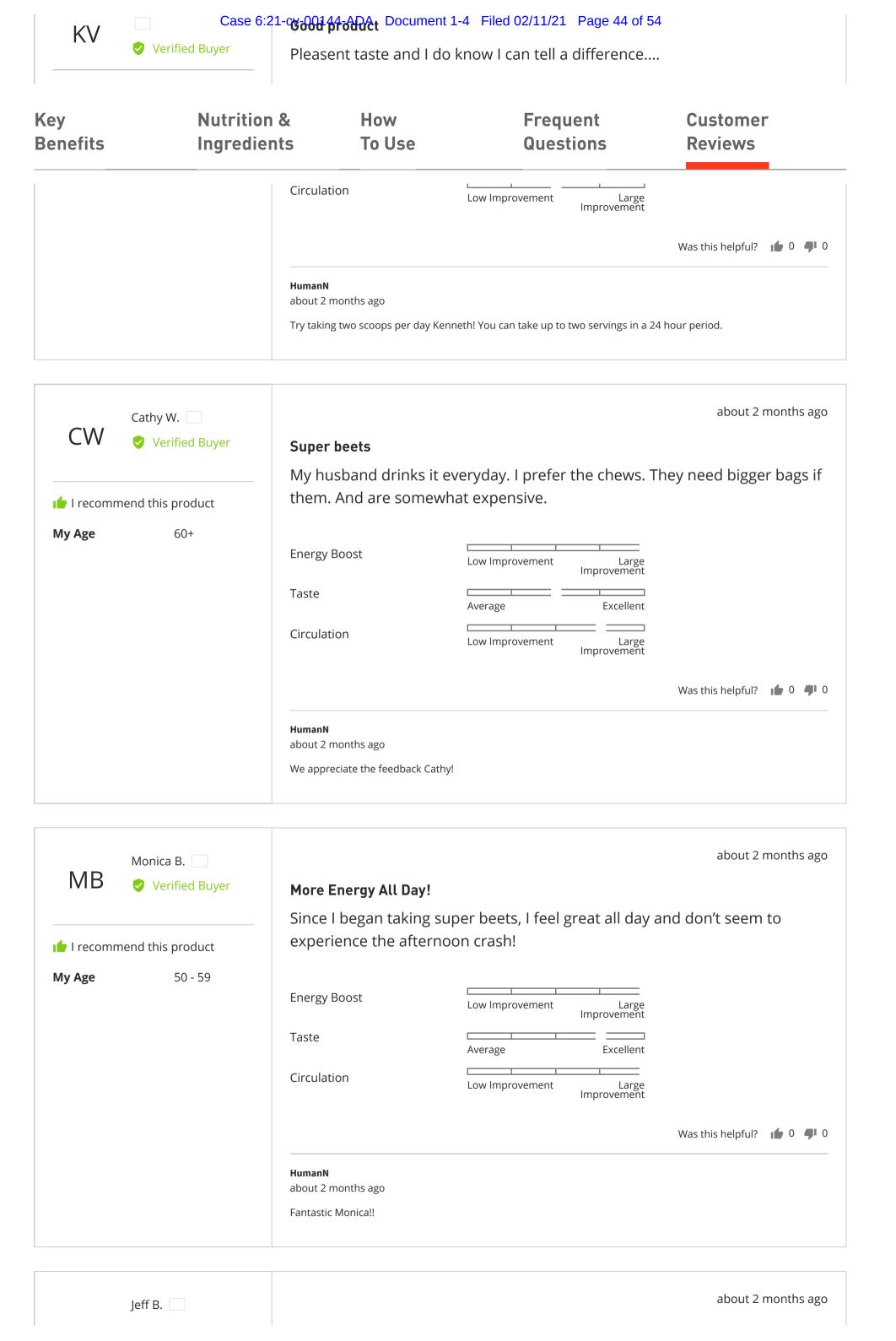
Large Improvement

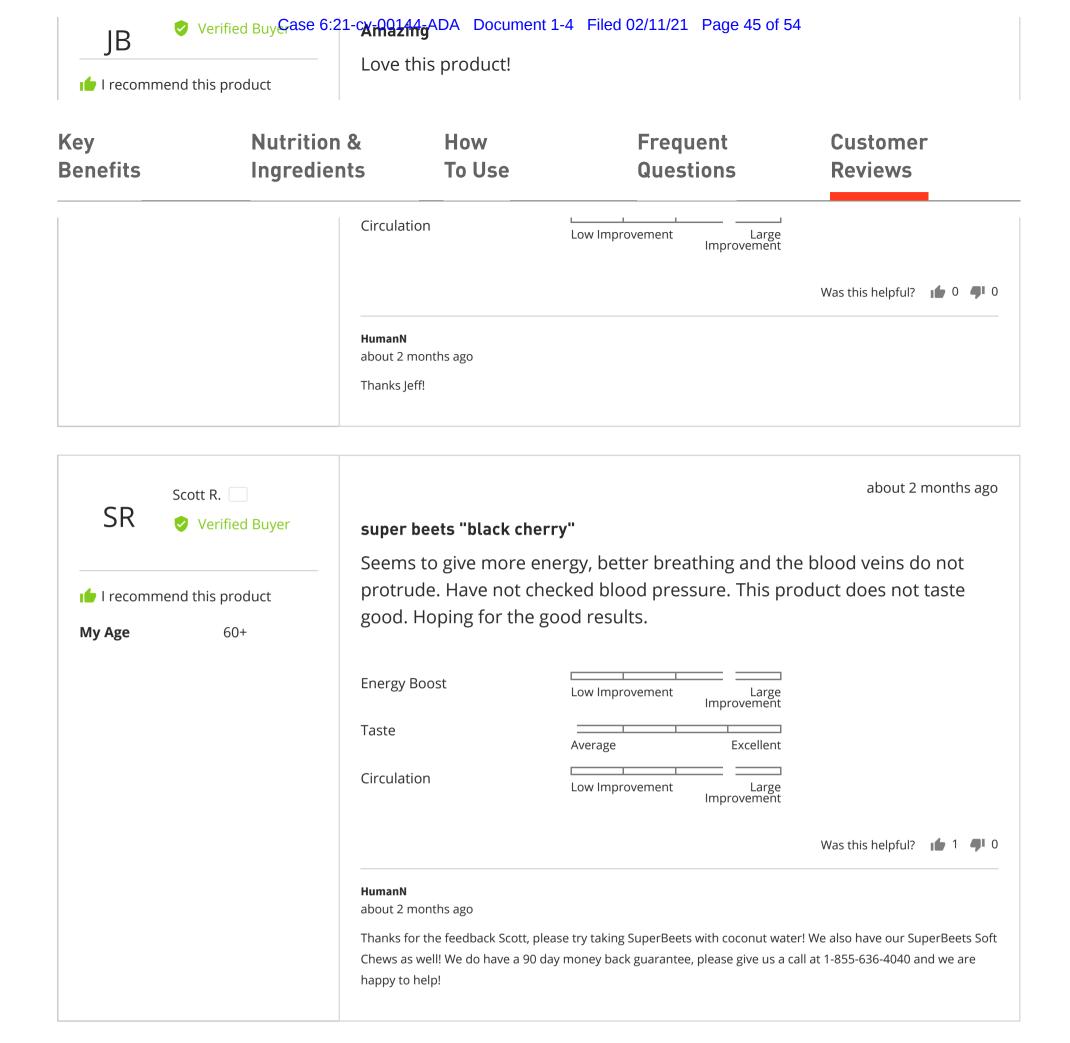
Was this helpful?

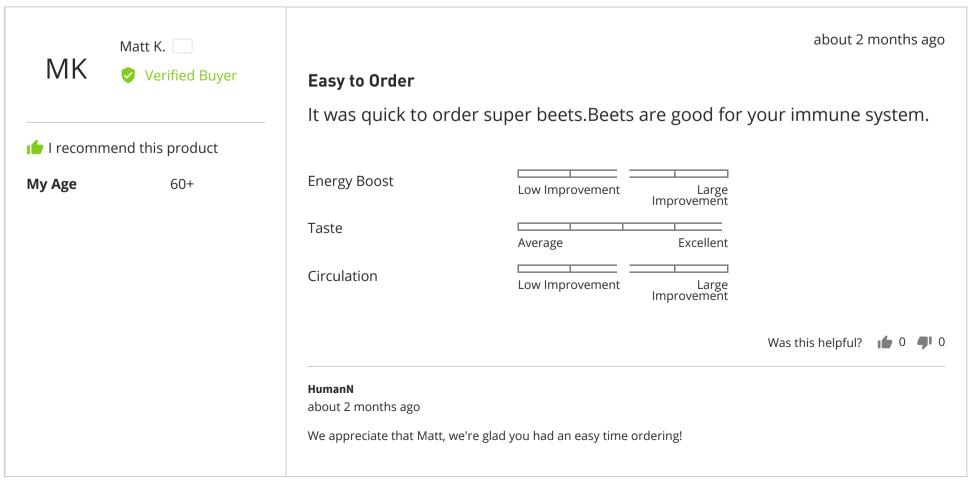
Was this helpful?

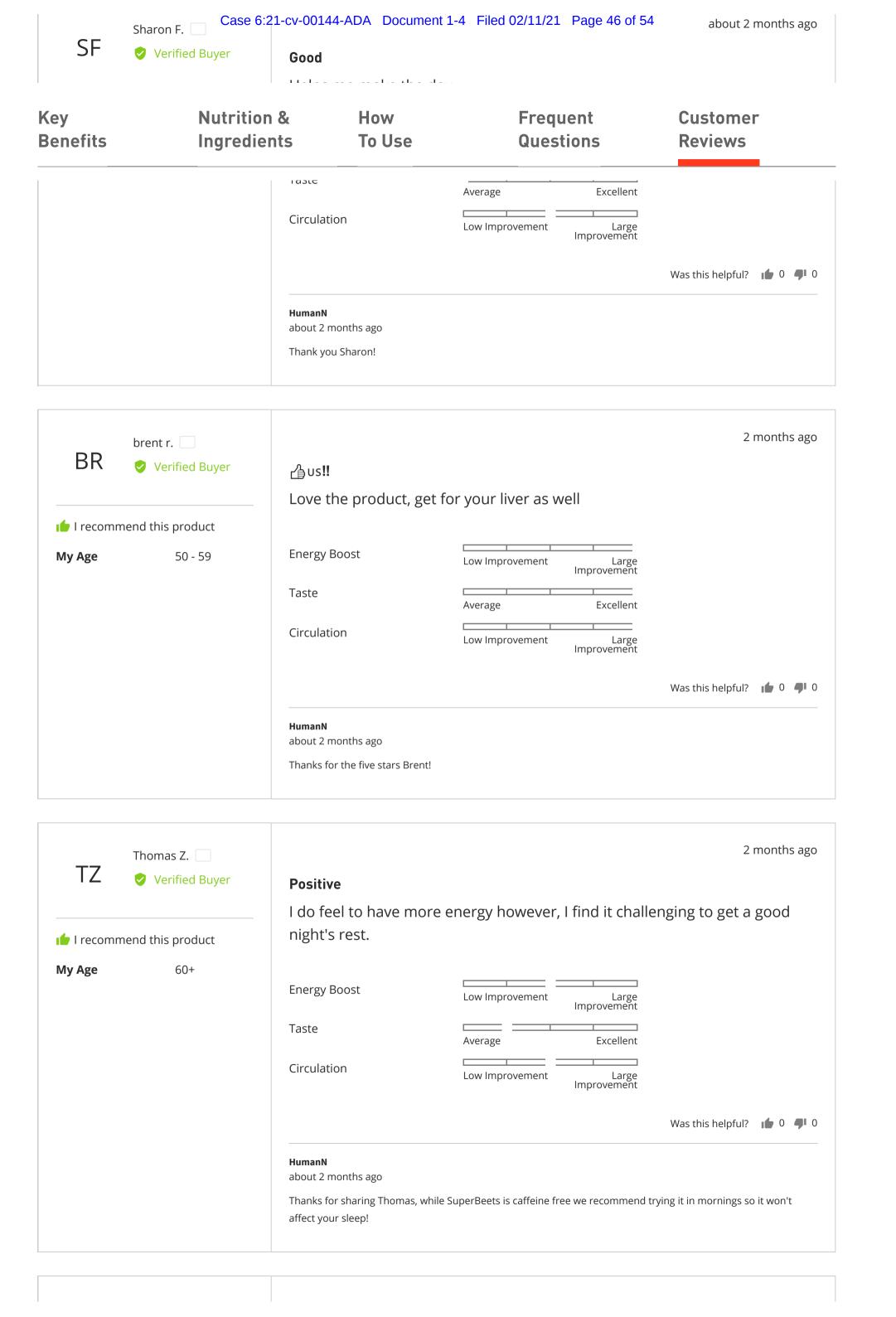
This is fantastic Susan! Thank you!!

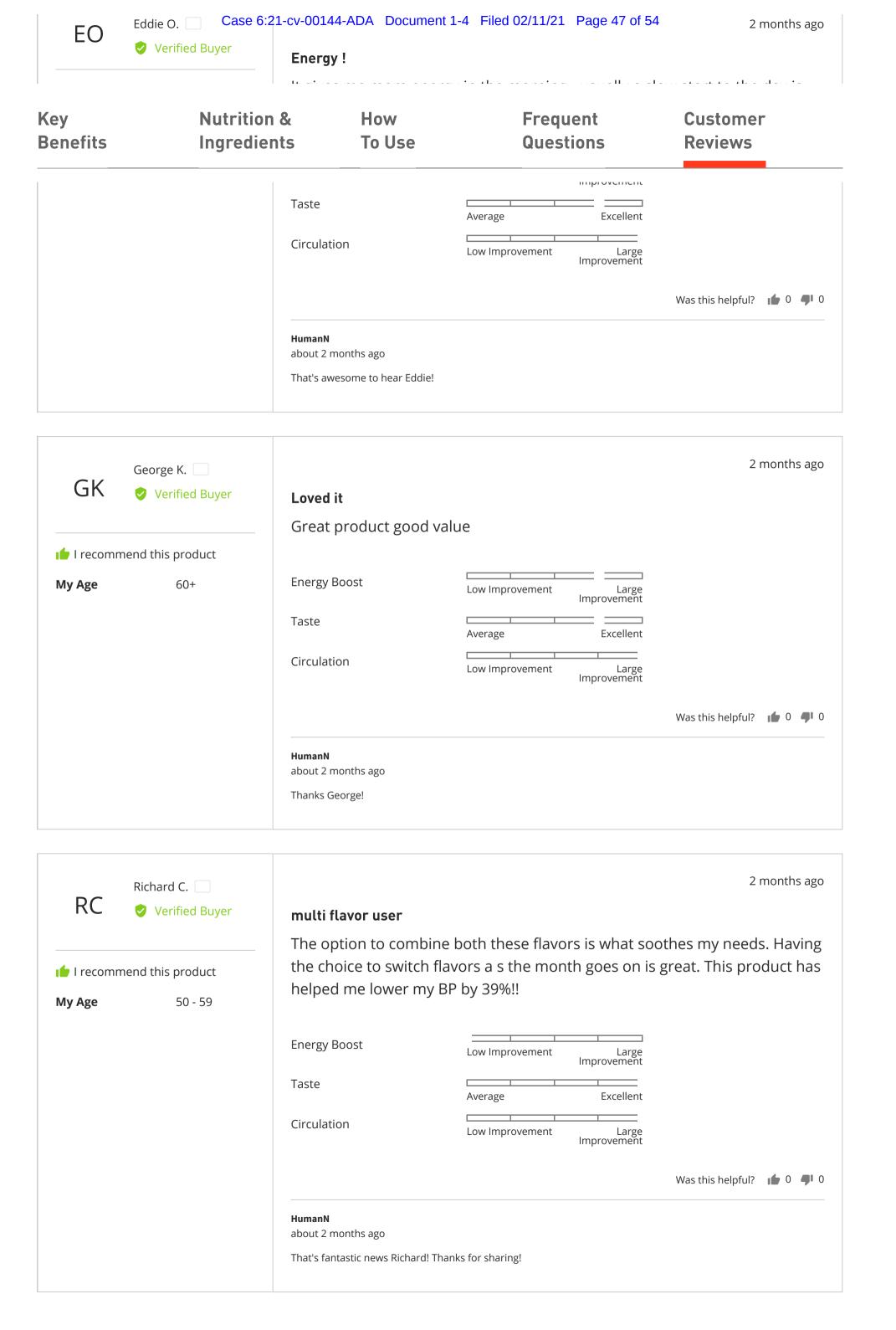


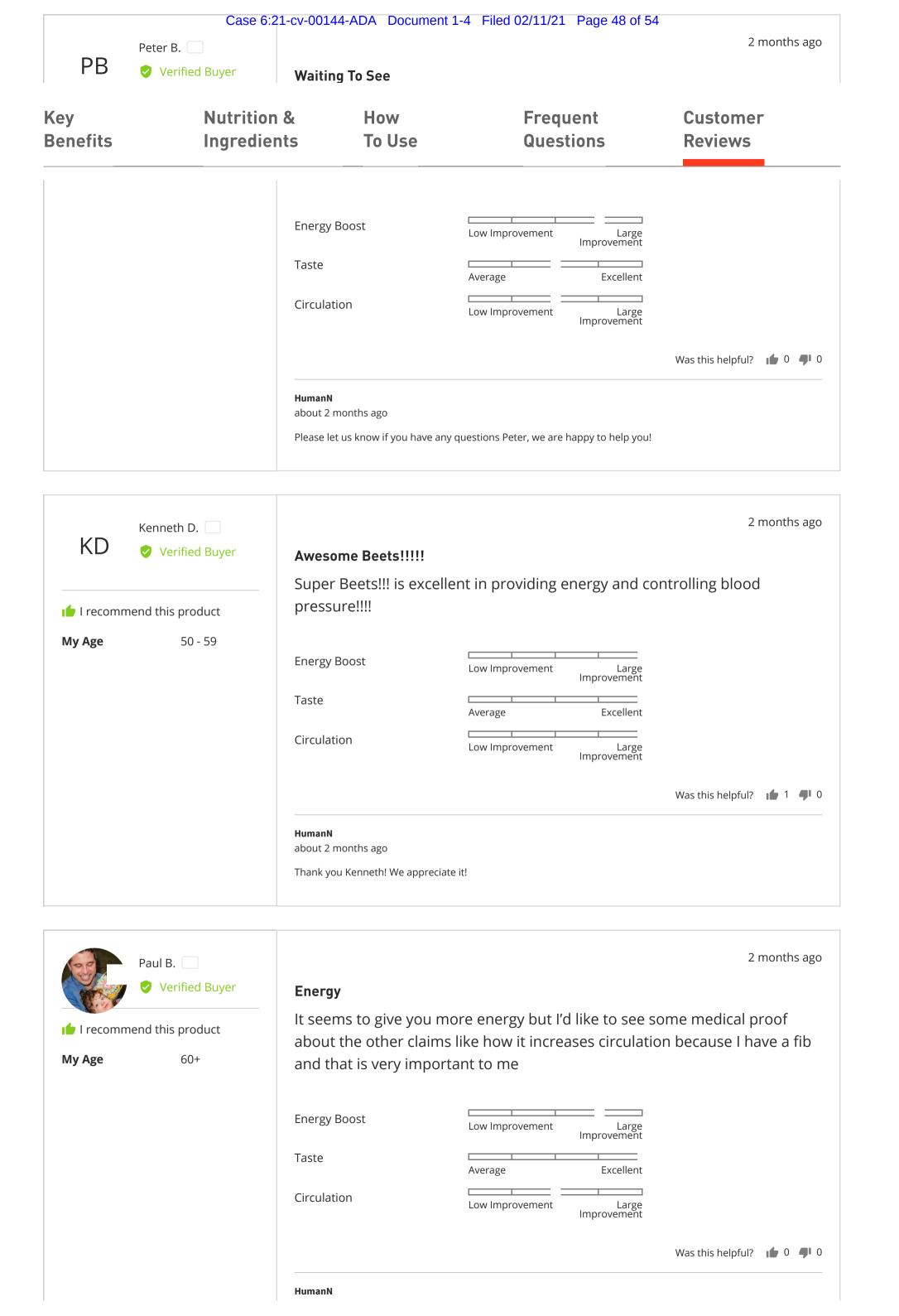








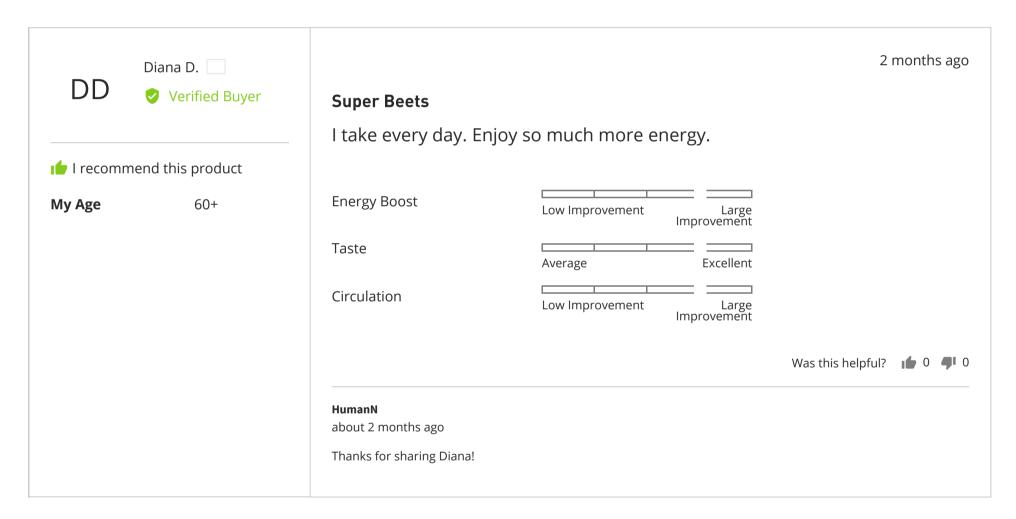


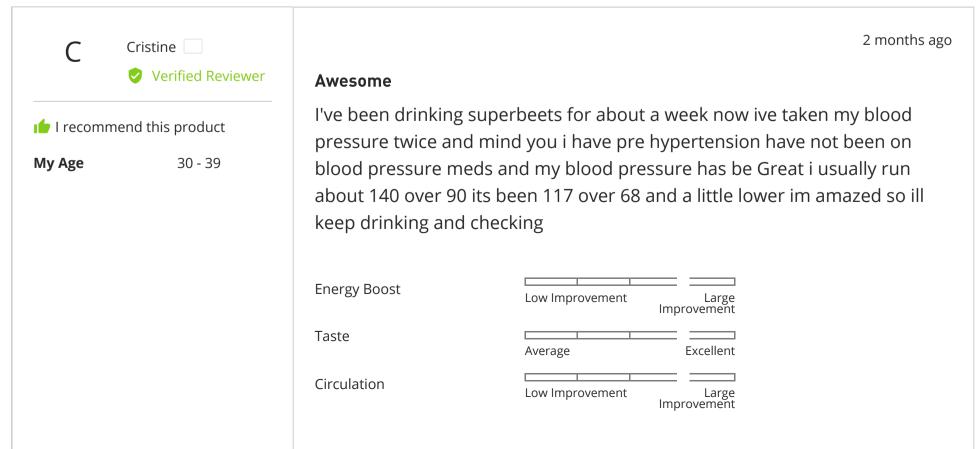


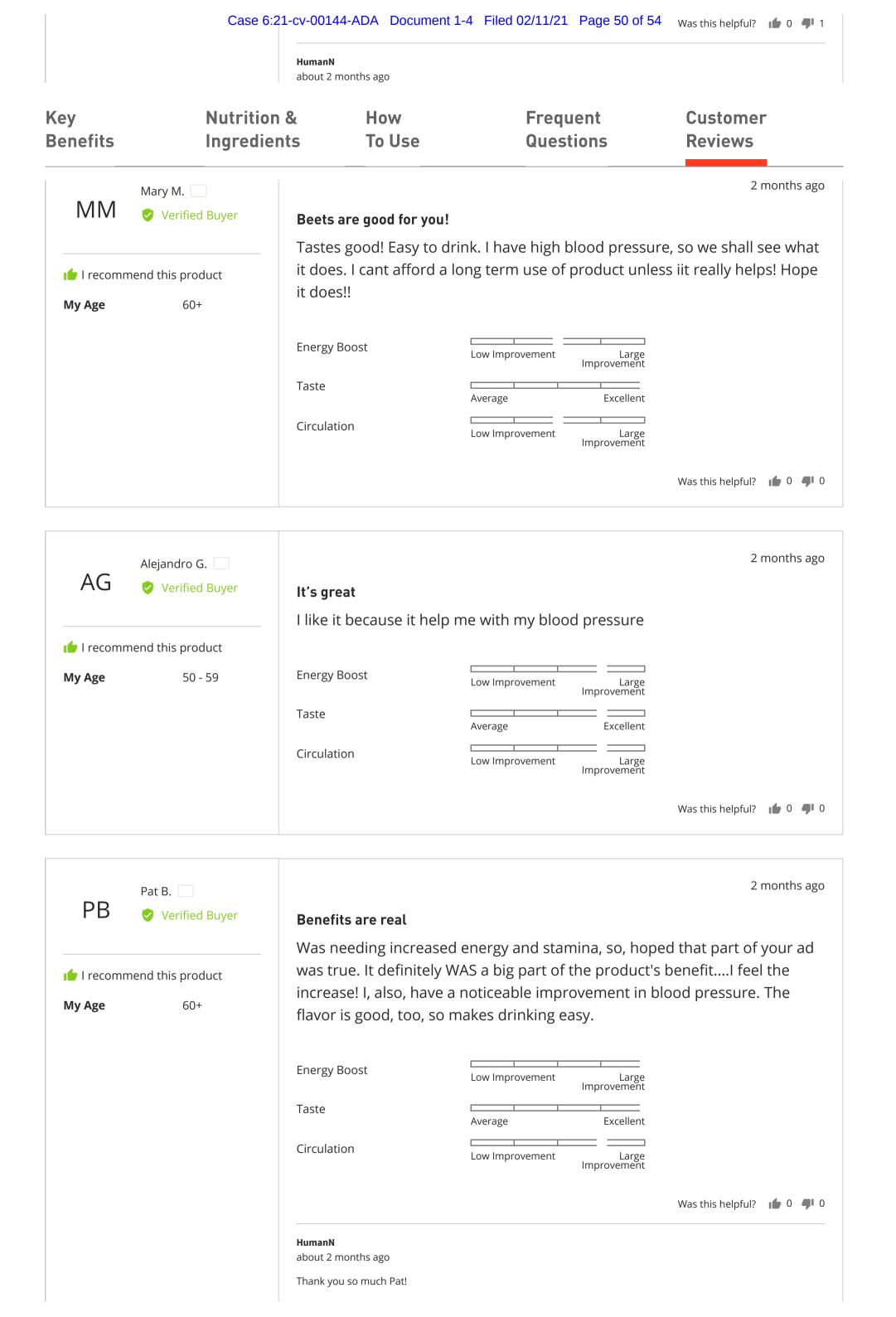


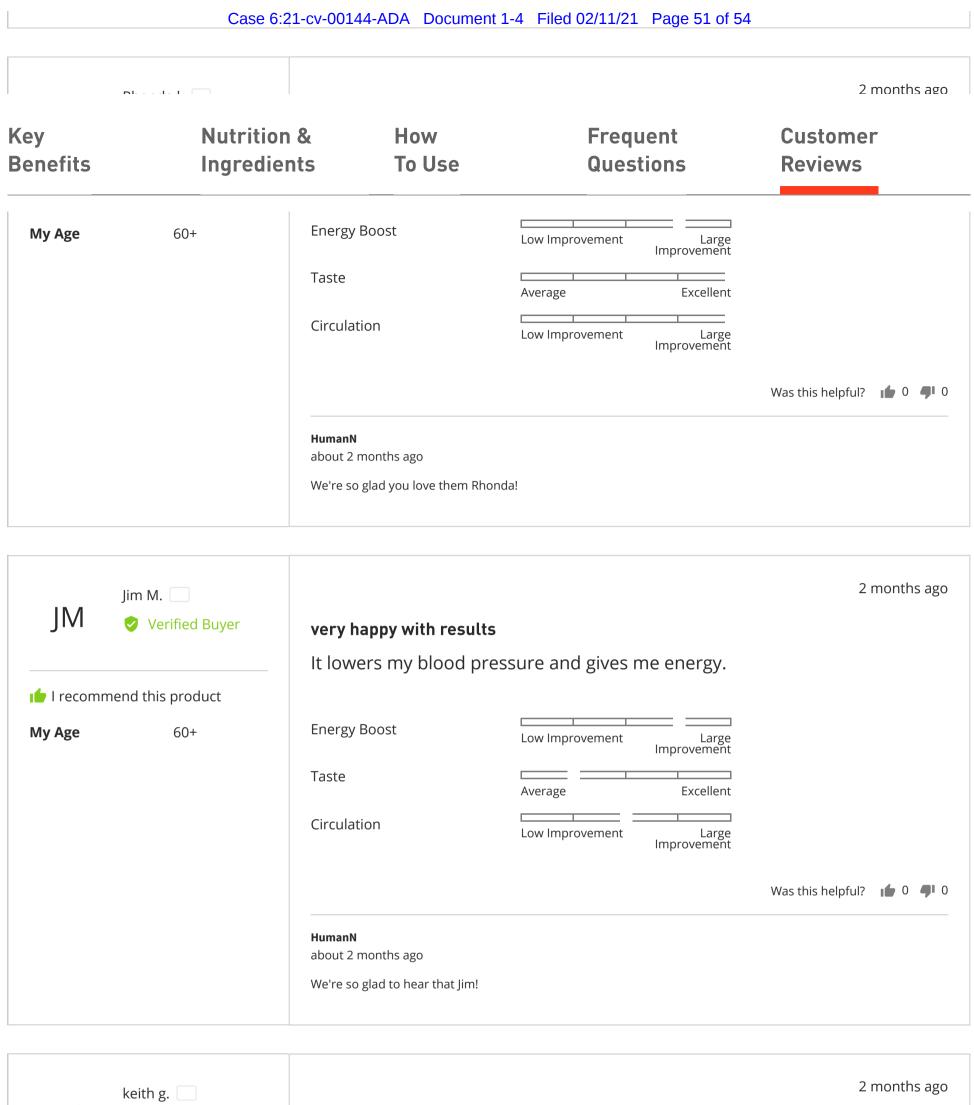
KeyNutrition &HowFrequentCustomerBenefitsIngredientsTo UseQuestionsReviews

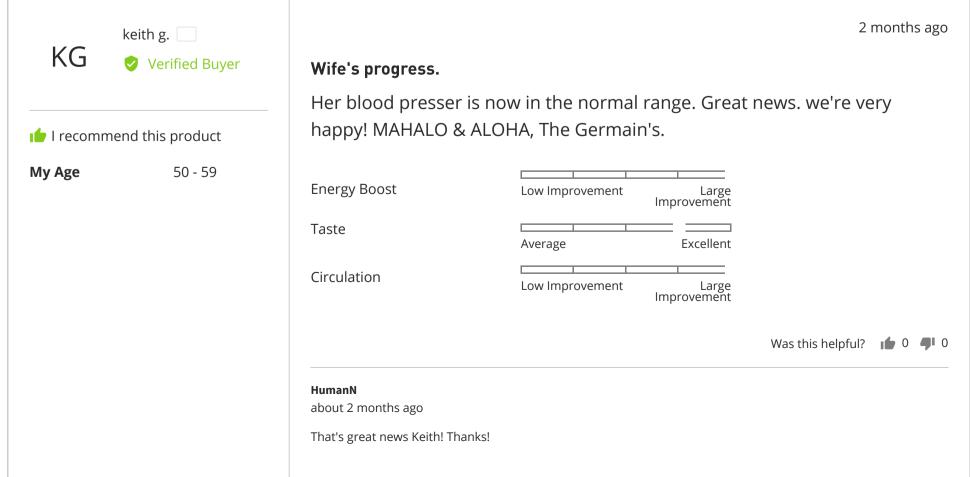
I seem to have more energy since I've been using super Beets i I recommend this product **Energy Boost** 50 - 59 My Age Large Improvement Low Improvement Taste Excellent Average Circulation Large Improvement Low Improvement Was this helpful? 10 0 0 **HumanN** about 2 months ago We're so glad to hear that Roger!

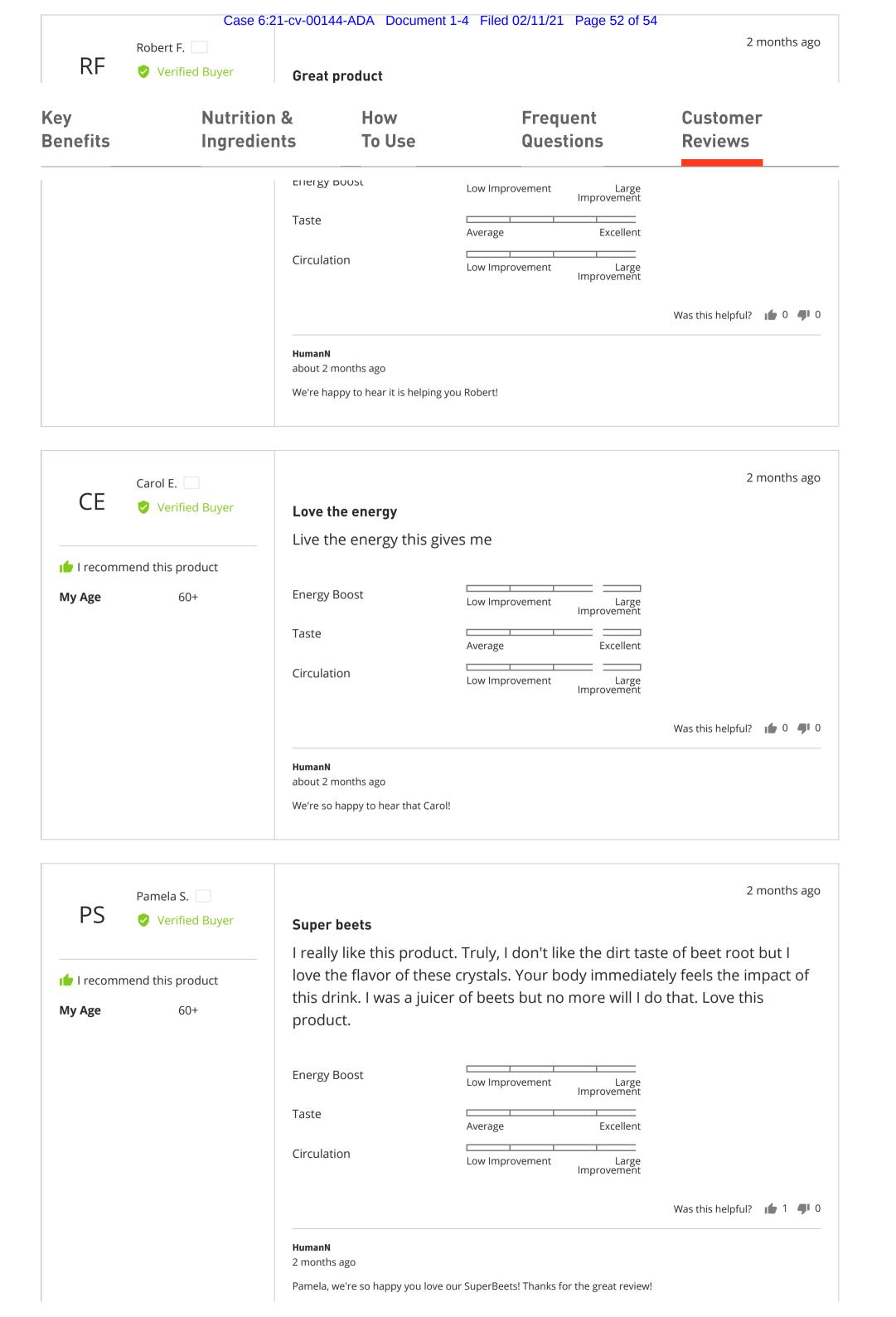


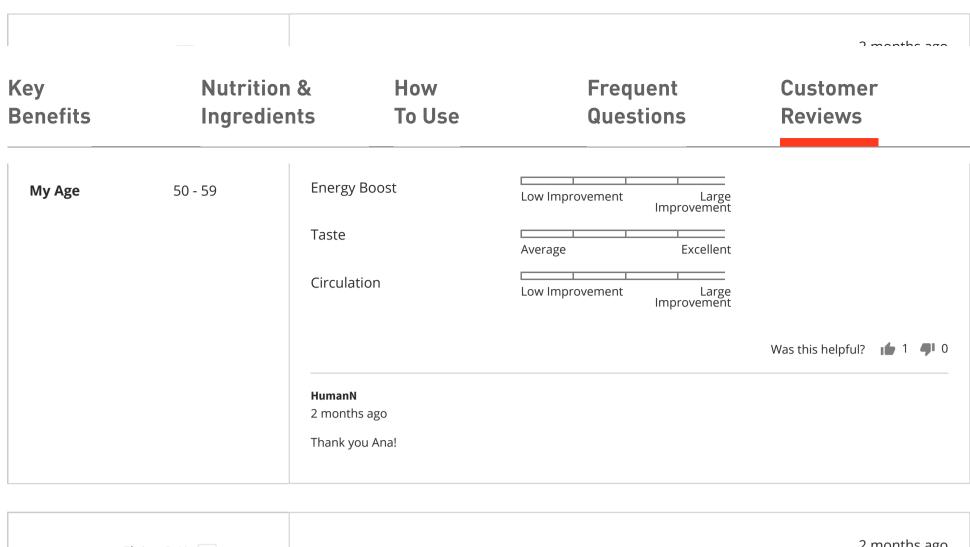


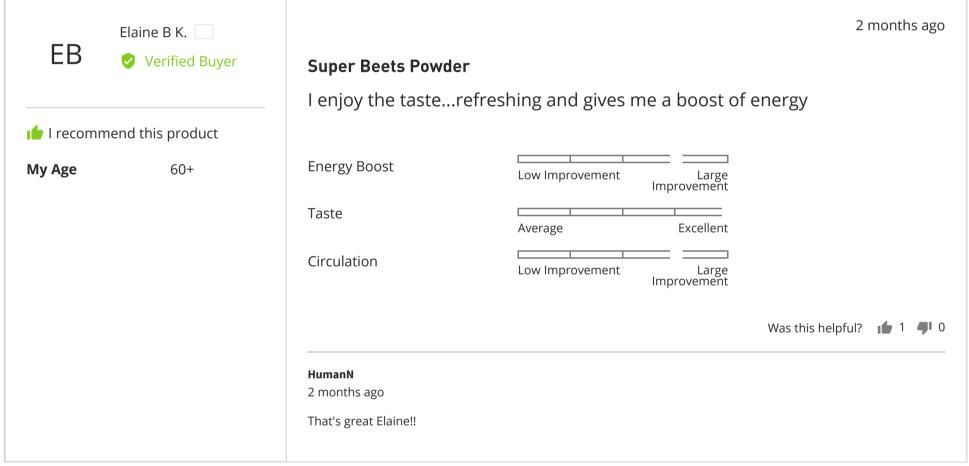












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